

# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-Second Year No. 18

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### CALIFORNIA OPINION AIDS BANK INSURANCE

Evidence of Coercive Practices  
Only Disqualification for  
Bank Employees

### RIORDAN GIVES OPINION

Holds Commissioner Cannot Withhold  
License Only by Reason of Char-  
acter of Employment

SAN FRANCISCO, May 2.—The California Association of Insurance Agents is not worried over the opinion of the attorney general's office. Association officials say that it represents merely an opinion on a condition which is not accurately the one confronting them and on which they based their protest to the insurance commissioner. In fact the association's spokesmen and attorneys say it is not a final decision on the particular case at issue and therefore does not meet the situation. "The decision," said one of the officials, "is based merely on those contentions set forth by the attorney for the bank of Italy and does not close the case." The association committee, it is understood, had a long conference with Insurance Commissioner Detrick and will hold another next Monday.

SAN FRANCISCO, May 23.—Employees of banks throughout California may be licensed as insurance agents under section 633 of the political code where it appears to Commissioner Charles R. Detrick that these employees are sufficiently qualified and where no evidence of coercive practices appear, according to an opinion rendered to Commissioner Detrick by John H. Riordan, deputy attorney general, who adds that in the absence of such practices "it cannot be said that these employees are violating any legal or moral principle."

#### Licenses Held Up

The opinion, which has been eagerly awaited by agents of the state and pending which several hundred licenses for employees of the Bank of Italy have been held up by the insurance department, was rendered by Mr. Riordan in reply to a communication from Commissioner Detrick. He outlined what, following numerous conferences between himself and agents of the state and officials of the bank, appeared to be the facts regarding the activities of the bank through its Americommercial Corporation as follows: "The general policy and practice of the bank is, when applications for mortgage loans are made to it, first to have the property appraised. The applicant for the loan is then asked for the amount of insurance carried. On certain classes of buildings the bank requires earthquake insurance in addition to fire insurance. When it is found there is already a sufficient amount of fire insurance carried, the bank suggests that applicants have the required earthquake insurance written in the same company which carries the other insurance. When new or additional insur-

### OCCIDENTAL TAKES THE WESTERN MUTUAL

#### GILES TELLS OF THE DEAL

Places Los Angeles Company Well to  
the Forefront of the Pacific  
Institutions

LOS ANGELES, May 3.—Negotiations have been completed for the merger of the Western Mutual Life of Los Angeles with the Occidental Life of this city. In an interview Secretary and General Manager Robert J. Giles, of the Occidental, today said: "Yes, it is true that the Occidental has taken over the Western Mutual, which company had business in force amounting to more than \$2,500,000 and assets of approximately \$2,500,000, of which amount more than \$1,000,000 is surplus. This merger makes the Occidental Life the second largest company in the western field, the Occidental having business in force at the present time of more than \$130,000,000."

The Occidental Life has made very rapid strides in the past few years. It is reported that still further expansion is contemplated. Plans will be announced in the near future.

The Western Mutual Life was organized and operated under the fraternal laws. It commenced business in 1886, being known as the Western Masons Mutual Life. It insured only Masons. The company has maintained level premium rates, which were adequate. The Occidental Life commenced business in 1906 and has made steady progress.

ance is required, the applicant is asked if he has a preference as to company or broker. If not, it is suggested that the bank can handle the insurance. However, it is stated by the representative of the bank and the Americommercial Corporation that it is not their policy to require or even to insinuate that the applicant must place the insurance through the said Americommercial Corporation, but that the applicant is always permitted to place his insurance wherever he pleases. In other words, for the purpose of this request it is to be assumed that there is no express coercion exercised, or contemplated to be exercised upon the borrower by any person connected with any of the aforesaid corporations for the purpose of securing the placing of his insurance."

#### Occupation Not a Factor

Pointing out that section 633 confers upon the commissioner discretionary powers which must be exercised in a sound and fair manner, free from abuse, and that it is not its purpose to prohibit the issuance of a license to a person by reason of the character of his employment, but rather by the intention animating him in making such application, Attorney Riordan says: "The fact that the applicant at the time he is applying for a license intends to insure his own property or that of his employer does not disqualify him from receiving the license." Mr. Riordan added, "the law is not designed to prevent a person from obtaining an insurance agent's license because of the circumstances that

### SET DATE FOR CONFERENCE ON NEW YORK LEGISLATION

#### AGENTS' COMMITTEE NAMED

President Myrick Suggests May 22 or 23  
For Meetings With Company  
Men and Beha

NEW YORK, May 3.—According to the decision of the company committee, May 23 has been definitely selected as the time for the conference between the agency committee, the company committee and the New York insurance department, regarding the proposed legislative revision of section 97 of the New York laws. Julian S. Myrick, as president of the New York State Association of Life Underwriters and the National Association of Life Underwriters, has agreed on this date with M. Albert Linton, who is chairman of the company committee which drew up the proposed measure for Superintendent Beha. Mr. Linton preferred May 23 to May 22 and at that time agents and company officials will endeavor to come to a common understanding on the controversy over the revision.

#### New Committee Named

The committee which was named last week by the agents to represent them is not the same committee which went before Mr. Beha at Albany last month, being a more state-wide representation of the agency ranks. Mr. Myrick named the following: F. A. G. Merrill, Buffalo; Sidney Wertimer, Buffalo; Mortimer R. Miller, Rochester; J. E. Flanagan, New York; Arthur P. Woodward, New York; Julian S. Myrick, New York. The committee to represent the companies will be the five who composed the original committee named by Mr. Beha: M. A. Linton, Provident Mutual, chairman; E. E. Cammack, Aetna Life; Robert Henderson, Equitable Life of New York; Arthur Hunter, New York Life; E. B. Morris, Travelers.

through his connections he is peculiarly able to obtain the placing of certain insurance business."

#### Cites Referendum Action

Mr. Riordan in his opinion recalled the action of the state legislature which in 1919 passed a law prohibiting bank agencies but which was later repealed by referendum action of the people, saying: "The circumstance that this legislation was defeated by referendum would indicate that the supreme legislative power in this state, the people, declared against the principle of prohibiting bank employees from becoming insurance agents."

#### Guards Against Coercive Methods

In closing he expressed himself of the opinion that section 633 was not designed to prohibit bank employees per se from being licensed as insurance agents saying: "If, however, it should appear in any case that a bank or any other institution or person used coercive methods in obtaining insurance, such as refusing loans, renewals thereof or credit, except upon the condition that its pa-

(CONTINUED ON NEXT PAGE)

### HIGHER POLICY LIMITS EVIDENCE OF GROWTH

Many New Announcements of  
Increases in Lines Taken  
by Home Offices

### IN LINE WITH CONDITIONS

Big Producers Demand Facility in  
Handling Big Risks Which  
Are Now Common

NEW YORK, May 3.—One of the most significant signs of the new proportions of life insurance, developed within the past decade, is the number of companies which have stepped up their policy limits to figures which are many times those in vogue a decade ago. Today the bulk of the companies are offering policy limits that grant the big personal producers ample opportunity to place all but the exceptional few cases within their own office and thus save much time in brokering the excess limits. This has been steadily in progress for the past several years and now is being seen in even greater abundance. Within the past few weeks six of the large companies have announced new limits of \$300,000 or over.

#### Many New Announcements

This week announcement is made by the Massachusetts Mutual Life and the Connecticut Mutual Life \$300,000 limits. Last week the Prudential announced an increase in limits to 500,000. A few weeks ago the New England Mutual the Phoenix Mutual to \$350,000. The Berkshire Life this week announced an increase in its limits from \$200,000 to \$200,000. And at the present time many other offices are considering new limits, to bring their qualifications in line with what is now the general practice. In some cases where the companies have not yet taken this step and are reluctant to do so, the agency ranks are bringing pressure to bear and action may be forthcoming in even these cases in the not far distant future.

#### Today an Essential

It is pointed out by the field men that this is today almost an essential. Practically every general agency has at least one man who is in the millionaire class as a producer. Even if not at this peak of development, these agency leaders are writing large lines, in keeping with present day conditions and needs and far in excess of the limits acceptable a few years ago. The \$100,000 policies are today very nearly as common as were \$25,000 policies in the early post-war days. The bulk of the agents are not writing \$100,000 cases, of course, yet the number in this class is now so large that the discussion of their problems is no longer a mystery or a joke at agency meetings. In view of this, it is agreed

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## BANKERS NATIONAL NOW MAKING RAPID PROGRESS

### IS DEVELOPING HUGE FIELD

Extensive Agency Plant, but Three Months Old, Writing at Rate of \$36,000,000 Annually

JERSEY CITY, N. J., May 3.—Remarkable progress is being made by the Bankers National Life of Jersey City, new business now being reported on the basis of an annual total of \$36,000,000, though it has only been incorporated eight months and in the field seven months. In fact, the active agency development program was not undertaken until three months ago and the company now has an agency plant in 12 states, with licenses pending and appointments under consideration in nine additional states. Practically all of this territory has been opened in the past three months and the agency plant appointed has immediately shown itself effective, now producing at the rate of \$3,000,000 monthly.

#### Rapid Expansion

The Bankers National of Jersey City is now licensed in Maine, Vermont, Rhode Island, New Jersey, Maryland, Delaware, Virginia, North Carolina, West Virginia, Kentucky, Illinois and Indiana. Licenses are pending in Michigan, Wisconsin, Ohio, Massachusetts, Connecticut, Pennsylvania, California, Washington and Oregon. A divisional office has been opened at Chicago, with direct agency jurisdiction over the Mississippi Valley states and this office alone is reporting a persistent \$500,000 monthly, though only recently appointed. The coast territory is being entered and the company is considering the opening of an office of issue in San Francisco, to facilitate the western business.

#### Cover Entire Country

The completion of agency plants in these states will very nearly complete the field organization of the company, for this is one of a group of three, of like name and held by one holding company, which have divided the country into specific territories in which they will confine their writings. The Bankers National of Jersey City is taking the eastern and mid-western territory. The Bankers National of Jacksonville, Fla., is taking the southern field, now operating in Florida, Georgia, South Carolina, Alabama, Mississippi, Tennessee and Louisiana. The Bankers National of Denver operates in Colorado, Nebraska, Iowa, Missouri, Oklahoma, Arkansas, Texas, Minnesota and South Dakota. Thus there is no overlapping in territory and yet practically the entire country is covered by these organizations which are commonly held.

The Jersey City company is under the active management of Ralph R. Lounsbury, executive vice-president, who is also president of the other two Bankers National companies. Harry G. Austin, a veteran life insurance executive, is vice-president and treasurer and he also is in direct charge of the agency department, being the one who has directed the expansion program and named the general agents appointed in the past few months.

#### Bankers Reserve Anniversary

The Bankers Reserve Life of Omaha recently commemorated its 31st anniversary with a one-day anniversary drive. Special applications were provided to be used on anniversary day. Some 881 applications were submitted. Each representative submitting business was presented with a specially made Spanish leather case, containing pocket comb and nail file. This one-day effort resulted in the largest day's production in the history of the company.

## PRESIDENT LAW TELLS OF INSURANCE TRADITIONS

### SPEAKS AT LITTLE ROCK, ARK.

Penn Mutual Life Official Says Traditions Create Ideals to Guide Human Conduct

LITTLE ROCK, ARK., May 3.—President William A. Law of the Penn Mutual was tendered a dinner by the Little Rock Chamber of Commerce. There was an attendance of 500. Major J. J. Harrison, vice-president of the Home Life of Little Rock, was the toastmaster. President Law's address was on "Tradition." Other Penn Mutual speakers were Vice-President Hart and Stewart Anderson.

Mr. Law emphasized the value and guiding force of tradition on individual, local and national life. While the importance of material development and prosperity should not be ignored or minimized, the traditions of race are a special inheritance, constituting an asset of the highest rating. Traditions create ideals and ideals guide human conduct. Popular leadership may temporarily deflect its enthusiastic followers from the lines prescribed by tradition, but history shows that the American people with their marvellous common sense finally swing back to the true course.

#### Life Insurance Traditions

Referring to the traditions of the institution of life insurance Mr. Law stated there could be no better proof of their soundness than the constant progress of life insurance growth and usefulness.

He referred to the tradition of economy. Expenses may increase in volume, but expense ratios are carefully watched and their limitations are made effective.

The tradition of self-government. The mutualization of large life insurance companies has been not only notable, but practically irresistible.

The tradition of progressiveness. Progressiveness results not in volume alone but in increased usefulness by continuous responsiveness to new needs as they arise.

The tradition of frank interchange of information and experience among competitors. Without this process we would all be working in the dark and acting at cross purposes.

The tradition of precedent and continuity. Probably the management of the larger life insurance companies expend more time and thought on providing for succession, for harmony of practices and for continuity of effort than on any other problem. This principle runs through all the processes of selection, of distribution and of investment.

The tradition of fair play. No concern can be so strong or so successful as to forget the tradition of fair play. The larger its scale of operations the more important becomes the tradition of fair play—to employees, to the public and to competitors.

#### Tradition of Trusteeship

Last, and most priceless of all, is the tradition of trusteeship. The life insurance dollar is the most sacred dollar on earth and its safety is the paramount consideration. The institution of life insurance is based on ideals not of profit, not of personal gain to the management, but on ideals of trusteeship with all its implied responsibilities and obligations.

In this era of unparalleled inflation and speculation the time-tested principles governing the care and investment of trust funds cannot be too highly emphasized nor too scrupulously obeyed. The best traditions of sound investment practice must characterize the daily work of the life insurance manager in periods of inflation as well as in periods of depression.

## "INSURANCE DAY" MINUTE MEN ARE ANNOUNCED

### COMMITTEE IS APPOINTED

Federation Officers Announce the Personnel for the Important Work with F. M. Chandler, Chairman

Through its president, Frank T. B. Martin, the Insurance Federation of America announces the following list of leaders in the insurance world as members of its insurance day committee, who will cooperate with Frank M. Chandler of Chicago, chairman of the committee and originator of the "Insurance Day" idea, in all that pertains to the furtherance of "Insurance Day" plans wherever under consideration: Claris Adams, St. Louis; E. J. Bullard, Detroit; Charles H. Burras, Chicago; James L. Case, Norwich, Conn.; William S. Diggs, Pittsburgh; J. R. Dumont, Lincoln, Neb.; C. D. Lasher, Indianapolis; Bert E. Mitchner, Hutchinson, Kan.; E. A. Piepenbrink, Milwaukee, and Thomas Watters, Jr., Des Moines.

Mr. Adams is manager-counsel of the American Life Convention. Mr. Bullard is chairman of the board of directors of the Modern Woodmen of America. Mr. Burras is president of Joyce & Co., Chicago, one of the leading casualty and surety agents in Chicago, is a former president of the Insurance Federation of Illinois and at present is serving his second term as president of the National Association of Casualty & Surety Agents.

Mr. Case is ex-president of the National Association of Insurance Agents. He was the first general chairman of Connecticut Insurance Day. Mr. Diggs, former president of the Insurance Federation of America, is one of the founders of the national federation. He is president of the Insurance Federation of Pennsylvania. Mr. Dumont is commissioner of insurance of Nebraska.

Mr. Lasher is the dean of fire insurance field men in Indiana. He has been one of the prime movers in the Insurance Federation and Insurance Day movement in his state. He is state agent of the Home Fire of New York. Mr. Mitchner is vice-president of the Kansas Association of Insurance Agents. He is chairman of the Kansas Insurance Day committee. Mr. Piepenbrink is vice-president of the Wisconsin Mutual Liability. He is a past president of the Insurance Federation of Wisconsin.

Mr. Watters is a member of one of the leading law firms of Iowa and is particularly interested in the activities of life companies.

#### Chicago Offices Make Good Gain

For April the Chicago offices of the Equitable of New York produced \$8,692,821, which represents a gain of between 10 and 15 percent over the same month of last year. For the first four months the Chicago offices produced \$29,777,581. The Harry Berls agency led in April with \$1,515,809. Harry Wright, associate manager in the Berls agency, was the leading producer in that office. The Girault agency was second for April with \$1,010,000 and the Hobbs agency was third with \$960,000. The increase for the first four months of 1928

#### Find Negro Fraternals Insolvent

The Arkansas department has refused to relicense for the year three Negro fraternal companies upon showing that they are insolvent and unable to pay claims. They are the Independent Order of Immaculates, Forrest City; United Brothers of Friendship & Sisters of the Mysterious Ten, Texarkana, and the Supreme Council of Shepherds, Marianna. License was issued to the Afro-American Sons & Daughters, which maintains headquarters at Yazoo, Miss.

## JOHNSON-HIGGINS LIFE DEPARTMENT FOR DETROIT

### TO BE OPENED THIS SUMMER

William H. Dooling Is Installed in Firm's Chicago Office—Other Plans Are Announced

William E. Hall, president of the Johnson & Higgins Company of Illinois and Michigan, installed Edward H. Dooling as manager of the firm's Chicago life department this week and also announced that in two to three months the firm will open a life department in its Detroit office. Gerald Eubank, general manager of the Johnson & Higgins life department, was in Chicago for a part of the week. He will spend some time in Chicago every sixth week until the Detroit life department is established, and then will split a week out of each six between Chicago and Detroit. He also directs the life department in the New York office of Johnson & Higgins. Mr. Hall directs from Chicago the Detroit and Winnipeg offices of the firm.

#### Wholesale, Retail Separated

It is the plan of Johnson & Higgins to keep the wholesale and retail sections of the life department distinctly separate in all their operations. The general agencies which the firm has for the Home Life and the Prudential will be operated strictly as general agencies, and the trading of business or the handling of excess from other offices will be done rigidly on the general agency basis.

Mr. Eubank will have the Chicago and Detroit life departments well organized before the end of 1928, and at the opening of next year the Chicago, Detroit and New York life departments of the firm will be vigorously in the nation's life agency lineup.

#### Dooling Capable Life Man

Mr. Dooling, the Chicago incumbent, is a product of the former Hart & Eubank New York general agency of the Aetna Life and is a thoroughly trained life man imbued with the spirit of "do" that animated the general agency in which he received much of his training.

Johnson & Higgins opened in Chicago in 1912. Mr. Hall joined the firm on the sales staff, which was writing marine business, in that year. In 1912 the Chicago staff numbered nine. Today it totals 67. The firm began operations in Michigan in 1914, also with a small staff, which has steadily grown. The Detroit offices are in the First National Bank building.

## CALIFORNIA OPINION AIDS BANK INSURANCE

(CONT'D FROM PRECEDING PAGE)

trons or prospective patrons grant them the placing of their insurance, in whole or in part, as a prerequisite for the obtaining of said loans, renewals or credit, and as a part of such plan or scheme should direct an employee to apply for an insurance agent's license, the latter might be said to be actuated principally by the prospect of insuring property, which he is through his employees able to control the placing of insurance thereon."

The opinion was requested by Commissioner Detrick as the result of a protest filed last December by the California Association of Insurance Agents against the licensing of employees of the Bank of Italy as insurance agents.

#### Equitable Managers Meet

A group of managers of the Equitable of New York met in Chicago this week for a midwest conference. The conference lasted one day.



## BELIEVE NEW YORK CHANGE IS ASSURED

Most Company Officials Feel That  
Some Revision Will Be  
Adopted

### MANY FACTORS INVOLVED

New Section 97 Will Take Into Con-  
sideration All Present Day  
Underwriting Factors

NEW YORK, May 3.—While legislative forecasts are always uncertain, there is every reason to believe that another year will see a drastic change in the New York laws, the basic life insurance laws of the country, under which the entire practice of underwriting and doing business will be changed. The revision of section 97 of the New York law, more clearly recognized as the measure which will offer the American Men table of mortality for optional use, is now under consideration of companies, agents and state officials, but there does not appear to be any opposition sufficient to cause abandonment of present plans. The exact form of revision may be changed, but most of those who are closely following this situation believe that a change will be made.

#### Now in Controversy

At present, of course, there is an open controversy between the agency ranks and the companies, the agents standing in strong opposition to the adoption of the proposed measure. This, however, is to be subjected to conference, both agents and companies having agreed to name a conference committee to meet with the state insurance department and endeavor to iron out the difficulties. The result can not be predicted, except that company officials are firmly convinced that those in the agency ranks, once they are given the true picture of the situation, can recognize a need for some change and thus cooperate in effecting this change. It is felt that perhaps the agents may not approve the present form of revision. They may suggest another form of effecting the desired end and they may make suggestions to improve certain portions of the measure. This is desired by the company officials. The latter realize that the complexities of this entire matter are such that there may be many possible improvements and very possibly the agents, coming freshly into the discussion and undisturbed by the intricate actuarial details, may have some new angles which could lead to these improvements.

#### Practically No Disapproval

Beyond this agency opposition, however, there is no general disapproval voiced, beyond one or two protests from company men who are definitely convinced that the proposed change can do no good and may do some harm. Counteracting these voiced objections, there are many endorsements and expressions of approval and the great bulk of the companies have given endorsement by silence. As Superintendent Beha has given ample opportunity for anyone to express his opinion, not only asking for divergent views, but urging that they be expressed, the failure of any to so stand in opposition is taken as silent endorsement. Indeed, at one of the early hearings, when Mr. Beha asked for a showing of hands as to the advisability of some change, it was almost a unanimous vote.

This is, in the end, the general view  
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## BIG FIRE COMPANY PLANS TO QUIT BANK OF ITALY

CLARK SENDS OUT NOTICES

Pacific Coast Manager Tells Agents  
Company Has Withdrawn Appoint-  
ments of Bank Employees

SAN FRANCISCO, May 2.—According to a notice distributed by Dan Clark, Pacific Coast manager, the Northwestern National Fire has decided to withdraw its agency appointments with employees of the Bank of Italy. The company entered into the plans of the bank when the various companies cancelled their appointments following the protest of the California Association of Insurance Agents last November. The company was subjected to severe criticism as a result of its action. The letter sent to the agents by Mr. Clark said:

"As a matter of knowledge we advise that we have withdrawn our Bank of Italy agency connections and trust our action in this respect is as you would have it." It is understood that Manager Clark has also withdrawn the license applications for bank employees which have been pending with the insurance department.

### START ADVERTISING PROGRAM

Kansas City Companies Join Forces  
on Institutional Advertising Cam-  
paign in Home City

KANSAS CITY, MO., May 3.—A program of institutional advertising under a cooperative plan has been inaugurated here by four of Kansas City's leading life insurance companies, the Kansas City Life, Business Men's Assurance, Midland Life and National Fidelity Life. The campaign was initiated with a full page Sunday advertisement carrying the pictures of the officers and directors of the four companies with the heading, "Four great home institutions, developed for Kansas City by Kansas Citizens. These men, whom you know, stand behind Kansas City's old line legal reserve life insurance companies." The copy down the center of the page tells of the history of the four companies, the fact that their funds are invested in Kansas City, and that as home concerns they can best serve the citizens of Kansas City. A coupon was printed in the lower right corner with the name of the company left blank, and the reader was offered "Willing Assistance Without Obligation." The reader was asked to fill in the blank and a representative of either of the four companies would gladly call to assist in solving the life insurance problems of those who desire the service.

This first advertisement is to be followed by quarter-page advertisements each Sunday. All the copy will be institutional and intended to familiarize the public in Kansas City and in the trade territory of the southwest with the service which is offered by these local companies.

### Sentinel Starts Sales Campaign

The Sentinel Life is starting a two months' sales campaign in its life department beginning May 1. The campaign, which is to be an annual event, has been named the Sentinel Spring Sweepstakes. A goal of over \$2,000,000 has been set for the next two months. Over \$1,000 is being offered in cash prizes for the production of new business. The prizes are so arranged that each agent writing a stated amount will qualify for a small prize which will be increased in the same proportion that his personal writings have to the total writings of the company during the campaign period. Grand prizes will be awarded the highest producers.

## COX ELECTED SECRETARY OF UNION CENTRAL LIFE

J. L. SHUFF MADE DIRECTOR

Former Assistant Succeeds the Late  
R. F. Rust—Richard S. Rust  
Also Advanced

CINCINNATI, May 3.—W. Howard Cox is the new secretary of the Union Central Life, succeeding the late R. F. Rust. He has for some years acted as assistant secretary. He is a thoroughly trained life insurance man, from the actuarial, home office executive and field standpoints. He began his work for the company in the actuarial department and soon attracted the attention of John L. Shuff, manager of the home office general agency, who took him over and made him assistant manager of the agency. In this position he had a valuable experience in handling men and developing plans for increasing business in the field. In 1922 he went back to home office work and was elected assistant secretary, in January, 1928, being made a director.

Mr. Cox is a young man of 43, a native of Cincinnati. He was graduated at Denison University and took post-graduate work at the University of Cincinnati. He is a ready speaker, a keen student of the business, and was the natural selection for the position to succeed Mr. Rust. His wife is a daughter of the late president of the company, Jesse R. Clark.

#### R. S. Rust Made Assistant

Mr. Cox's successor in the position of assistant secretary is Richard S. Rust, who is a grandson of Bishop Rust, vice-president and one of the founders of the company, after whom Mr. Rust is named. He is a cousin of the late secretary, R. F. Rust. Mr. Rust is 38 years of age and has been with the company in various capacities for 14 years. He is a graduate of Ohio Wesleyan College.

Another election was that of John L. Shuff, manager of the home office general agency, who was elected to be a director succeeding R. F. Rust. Mr. Shuff is wrapped up heart and soul in the Union Central, is a man of large vision, and will be a distinct addition to the directing body of the company. Recently also George D. Crabbs, president of the Philip Carey Manufacturing Company and perhaps Cincinnati's leading citizen in the recent growth of the city, having among other things been the moving spirit in securing for the city the proposed seventy million dollar union depot, was elected to the board. The Union Central is one of Cincinnati's leading business organizations and has become thoroughly identified with the life of the city in every way, under the able direction of President John D. Sage.

### MERCHANTS LIFE HAS ADDED NEW DEPARTMENT

The Merchants Life of Des Moines announces the launching of a new department for the purpose of raising money for civic, religious and fraternal enterprises with Vice-President W. E. Bilheimer in charge. The purpose is to assist organizations through a plan of financing, coupled up with insurance. Before going with the Merchants Life, Mr. Bilheimer cooperated in financing the Masonic Temple at Topeka, raising approximately \$1,000,000 in 19 days and the York Rite Temple of Wichita, Kan., raising \$600,000 in eight days. The Merchants Life now has under contract a money raising campaign for community building and church for Benton Harbor, Mich.

## STRESSES IMPORTANT FUNCTIONS OF SCIENCE

President Arnold Addresses Med-  
ical Section of American  
Life Convention

### MANY PROBLEMS ARISING

Northwestern National Official Attacks  
the Method Used by Brokers in  
Placing Substandard Risks

ST. LOUIS, May 3.—In his address before the Medical Section of the American Life Convention, President O. J. Arnold told of the importance of science in business today. Mr. Arnold, who is also president of the Northwestern National Life, told his audience that one health problem that has so far defied so-



O. J. ARNOLD  
President American Life Convention

lution is the one of increasing life expectancy beyond middle age. Mr. Arnold's speech in part follows:

"I have spoken before of the harmonious and understanding relations existing between the various members of our official personnel. Nowhere has the growth of this understanding and harmony been more noticeable or more beneficial than between the medical department and the agency force. The antagonism and even open hostility, which in an earlier day often deprived a business relationship of the buoyant enthusiasm which it deserves and upon which sales success so largely depends, is now supplanted by mutual appreciation and working fellowship. The technical underwriting viewpoint and the sales underwriting viewpoint are converging to a common basis of practical co-operation.

"There is every reason why the agency and medical departments should work together in the greatest harmony. They are both most truly the 'service' departments of the company—the agency, in the essential feature of acquisition in which all other service is predicated; and the medical, making the underwriting profitable by conservative selection, and in offering an increasingly valuable service through health education and health promotion.

#### New Problems to Solve

"The new problems which you must solve are illustrated by the rapidly  
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*The*  
**ALEXANDER E. PATTERSON**

Agency

of the

**PENN MUTUAL LIFE  
INSURANCE COMPANY**

OF PHILADELPHIA

*announces its removal*

**Monday, May 7, 1928**

to larger and more  
commodious quarters  
in the new

**STATE BANK OF CHICAGO  
BUILDING**

La Salle and Monroe Streets

Suite 1336

**Randolph 3090**

HERE AGENTS AND BROKERS  
WILL FIND EXCELLENT FACIL-  
ITIES PLUS SCRUPULOUS CARE  
IN THE HANDLING OF ALL TYPES  
OF LIFE INSURANCE PROBLEMS.

**LIFE COMPANIES SHOULD  
AID PUBLIC HEALTH WORK**

**NEAL REVIEWS DEVELOPMENT**

**Urges Fight on Quackery and Nostrums  
in Talk to Medical Section of  
American Life Convention**

The importance to life insurance of preventive medicine and more especially its application in the form of public health service, was emphasized by Dr. J. R. Neal, secretary and medical director of the Abraham Lincoln Life, speaking before the Medical Section of the American Life Convention at its annual meeting in St. Louis this week. He outlined briefly the development of public health service in the various states and told something of the work that is being done along that line. He cited also the work done on this line by some life companies, notably the Metropolitan Life. He declared that while public health officials can handle general sanitary problems quite satisfactorily, they are practically helpless in dealing with medical quackery and the nostrum evil.

**Opportunity for Life Companies**

"If the medical profession attacks them," he said, "the cry is 'jealousy' and 'persecution.' The only other interested party is the underwriter. For insurance companies to take a sound, conservative position on a dollars and cents basis would appeal to the common sense with which many people are endowed. My thought is that life insurance companies might say very frankly to the 60,000,000 policyholders in North America, that life underwriters frown upon quacks because quackery destroys the economic usefulness of the policyholder and not because of any 'uplift' or conscience stricken altruistic motive; that life underwriters object to nostrums on the same grounds; that they favor periodic medical examinations because of a faith that these examinations will add premium paying years to policyholders that would increase the wealth of both the company and the individual.

"Companies accepting group business have a splendid opportunity, it seems to me, for promoting preventive medical programs. Careful studies of experiences in similar industries would soon provide a sound basis for well-defined preventive and health promotional activities.

"Life insurance companies are in a peculiarly strategic position to throw their strength very effectively upon the side of science and progress, supporting official public health programs through popular sentiment, in a way that will result in less sickness, longer lives and economic gain."

**Durham Again Heads Agents**

**HOT SPRINGS, ARK., May 2.**—J. Edward Durham of Philadelphia was elected president of the Penn Mutual Agency Association for the 25th consecutive time at the 45th annual meeting of that organization, which opened here May 1. Other officers elected follows: Mortimer R. Miller, Rochester, N. Y., vice-president; Charles J. Iredell, Cincinnati, second vice-president; Gaius W. Diggs, Richmond, Va., secretary; William O. Ferguson, Los Angeles, assistant secretary; Clinton F. McCord, Newark, treasurer.

**Travelers Adjusters Advanced**

Harold D. Watson, F. Murray Lyon and Francis W. Cavanaugh have been appointed assistant chief adjusters in the life, accident and group department of the Travelers, under Chief Adjuster David N. Case. All have been claim examiners in the home office for several years and have had extended experience in the handling and investigating of claims.

**PLANS AIR JOURNEY TO  
STUDY AVIATION HAZARD**

**WILL TRAVEL 6,000 MILES**

**Dr. Hoffman, Consulting Statistician of  
the Prudential, Will Go on  
Extensive Trip**

**NEW YORK, May 3.**—Pioneering was not all for those of past generations and pioneers are even now constantly reaching out to new frontiers. Life insurance is today contributing a new pioneer and a most remarkable one, for he is 63 years of age and yet launching forth on a most unusual transcontinental voyage. Dr. Frederick L. Hoffman, consulting statistician of the Prudential, is now concluding arrangements for a 6,000 mile air journey to collect actual experience on aviation hazards and endeavor to develop some basic facts upon which to base underwriting practice for life and accident insurance and even for insurance on the craft itself.

**Fatality Record Lowered**

Convinced that aviation is constantly becoming safer and that it needs insurance backing, he is desirous of developing a statistical background for it and pave the way to stabilization. As for the actual mortality record, there was one fatality per 1,164 flying miles in 1921 and this was improved year by year, until it was one fatality per 4,380 flying miles in 1927. Convinced by these statistics and also by his personal observations on the 10,000 miles he has thus far flown that there are certain basic accident factors, he is planning this new cruise, to ferret out these factors.

Dr. Hoffman will leave on the extended trip about June 1. His itinerary includes Chicago, San Francisco, Seattle, Spokane, Salt Lake City, Los Angeles, San Diego, Tucson, St. Louis, Cleveland, Pittsburgh and then back to New York. The inter-city flights will be on established commercial routes. The observations gleaned from this trip will supplement his observations of 24 years and he hopes to then have sufficient material to make a real contribution to this new development. Not only will he study it from an insurance angle, but from an economic and social standpoint, so that his final report will be a treatise on aviation in its many ramifications, giving insurance its proper relationship.

**STATISTICS SHOW DEATHS  
DUE TO CASUALTIES IN PAST**

**MILWAUKEE, WIS., May 3.**—The Northwestern Mutual Life has compiled a list of deaths due to casualties of all kinds in five-year periods from 1912 to 1926 inclusive and for 1927. In the first five-year period from 1912 to 1916 inclusive, deaths due to casualties were 6.7 percent of the total deaths of all causes; in the period from 1917 to 1921 the percentage dropped to 6.1 percent; in 1922 to 1926 the percentage was 7.25, and in 1927 the percentage was 7.26.

Deaths from automobile accidents were 16.3 percent to all casualties from 1912 to 1916; 19.7 percent from 1917 to 1921; 24.05 percent from 1922 to 1926; and 23.3 percent in 1927.

Since the organization of the company the casualties have been 7.19 percent of all deaths, proving that casualties as a whole to total deaths have stayed at a level percentage as far as total deaths are concerned.

Despite the increase in deaths from automobile accidents of all forms other types of casualties have decreased, and the percentage of casualties to total deaths remain the same.

Cancer, apoplexy, softening of the brain and organic heart disease each contributes a larger percentage of the total deaths than result from casualties, the records of the company indicated.





O. M. Koenig



J. M. Dempsey



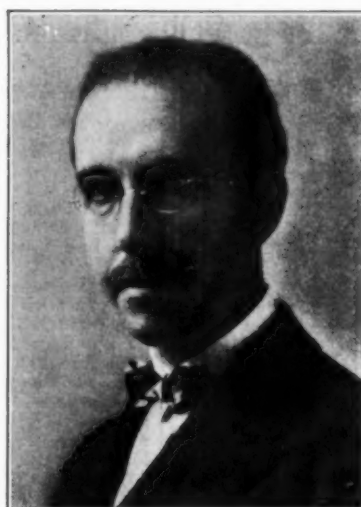
H. E. Wright



William Carlson



George Roeding



Abner Thorp, Jr.  
Editor, Diamond Life Bulletins



A. S. Rifkin



W. J. Smyth



O. E. Schwartz



R. W. Landstrom



F. W. Bland



W. A. Scanlon

## These Men Are Making a Drive —to help Life Agents write more business

During May the salesmen of The National Underwriter Company are making a special drive to secure new subscribers to the Diamond Life Bulletins. They are staging a contest among themselves to see who can produce the most new business. During this month they will visit practically every part of the country making a special effort to get new subscribers started.

Every life insurance man wherever he may be located can well afford to listen to what these National Underwriter salesmen have to say regarding the Diamond Life Bulletins Service. They know what they are talking about. They are familiar with the life insurance business and understand how policies are sold. They know just how and why the Diamond Life Bulletins helps the soliciting agent to produce more business. They are able to exhibit testimonial letters from life insurance men everywhere praising the Diamond Life Bulletins and telling how some phase of the Service has helped them to increase their income.

In effect, what these National Underwriter salesmen have to sell is simply a Service that helps life insurance men to produce more business than they are able to get without the help of the Diamond Life Bulletins. The details are too long to record here. Let one of the National Underwriter salesmen tell you about it. Give whichever one of these men happens to call upon you a good reception. Listen to what he has to say. The interview will be anything but a waste of time and we are very certain that you will be interested.

# THE NATIONAL UNDERWRITER COMPANY

175 W. JACKSON BLVD., CHICAGO, ILL. 420 E. 4th ST., CINCINNATI, OHIO

### Branch Offices:

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**GERALD A. EUBANK,**  
general manager of the new life department and

TO  
**EDWARD H. DOOLING,**  
manager of the life department in Chicago, we extend a hearty welcome and our best wishes.

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## AGENTS SHOULD KNOW ABOUT UNDERWRITING

### RESEARCH BUREAU ADVOCATED

Chief Underwriter Taylor of the Northwestern National Life Speaks to Medical Directors

ST. LOUIS, May 3.—In a discussion before the Medical Section of the American Life Convention meeting here today, James Q. Taylor, chief underwriter of the Northwestern National Life, urged the education of the agency force in sound underwriting principles. Mr. Taylor also suggested that medical directors keep in closer contact with examiners in the field and maintain a more friendly relationship. He also suggested the organizing of an examiners' research bureau. Mr. Taylor's speech in part follows:

"None of the plans of a life insurance company designed to reduce and solve the problems of management would be complete that did not include problems arising externally as well as those within the home office organization. In that connection it seems to me that there is no feature of the training program which is of greater importance or offers more far-reaching possibilities than the development among the agency force of sound underwriting knowledge as a part of their equipment as life underwriters, and infusing them with a feeling of real responsibility as the original selectors of the company's business. The accomplishment of this ideal will produce greater efficiency in the agent and at the same time reduce through a common understanding of principles many of the causes for friction, criticism, and complaint, with which, unfortunately, we have so often to contend.

### Offers Unusual Opportunity

"So-called non-medical insurance offers the underwriting and medical departments an unusual opportunity in the way of increasing the scope of the agents' knowledge of significant impairments, and by developing a higher sense of obligation and responsibility as 'first line' underwriters, bringing about a much appreciated feeling of partnership between the medical department and the field. Nothing is so self-satisfying as a well-deserved trust, and as nothing is more undermining to one's loyalty and honesty than a feeling of distrust, it seems almost fundamental as part of the program of selection that this feeling of partnership association should be encouraged and emphasized at every opportunity.

### Informal Meetings Instructive

"Informal weekly meetings of lay underwriters, medical directors, representatives of claim department and special correspondents, at which particularly interesting regular and reinsurance applications, together with out-of-the-ordinary regular and reinsurance applications and unusual death and disability claims are analyzed and discussed, should prove instructive and serve as one of the most valuable features in the training of those entrusted with responsibility in the handling of such business. Frequently cases will arise where it is evident that more careful, thorough, and intelligent investigation should have been made, or—perhaps more frequently—where some minor technicality of the company's rules has been allowed to stand in the way of the prompt approval of an application or caused some requirement to be filled which might have been waived and saved much annoyance to prospect and agent. And these meetings afford excellent opportunities for the executive in control to get the proper viewpoint over to his assistants with good effect. Meetings of this kind also serve to keep the department head in closer touch with the details of his department and gives him a better oppor-

## TAGGART SCANS LEGALITY OF SPECIFIC INDEMNITY

### GROUP ACCIDENT AFFECTED

Payroll Plan, Under Which Percentage of Wage Is Paid, Receives Official Approval

Insurance Commissioner Taggart of Pennsylvania has asked the attorney general for a ruling on the legality of disability companies' writing group accident insurance on the specific indemnity basis. He has taken a stand that whereas it is all right for companies to write group accident on the payroll plan, with the assured getting a certain percentage of his salary in case of disability, it is illegal for companies to write the business on a fixed indemnity basis, with the employee receiving a certain fixed sum each week.

It is known that he has disapproved one policy of this sort recently. However, he does not want to make any ruling before the attorney general rules on the legality of the matter. The company in question is also waiting for the attorney general to make his ruling.

tunity to gauge the character and quality of those for whose work he must be responsible. The effect is particularly broadening in its influence upon the lay underwriter. To retain interest these meetings would best be held regularly, and never without some plan or preparation.

### Likened to Supreme Court

"It is important, it seems to me, to always bear in mind the fact that the home office is in an analogous sense the supreme court of the underwriting system, and that without relinquishing its prerogative of independence, either in thought or in action, it should ever recognize the fact that its decisions are more the endorsement or disapproval of the judgments and recommendations of the lower court, represented by its examiners and field representatives—than they are the approval or denial of the petitions of the applicants themselves, and that the home office is responsible for their selection and training. Perhaps fortunately for the development of the life insurance business, the medical department is not responsible for the selection of the agent, but it is directly and solely responsible for the appointment of the examiner. And I would say—speaking entirely from my own personal observation and experience, which I confess is limited in comparison with the majority of those present—that there is too little intimate contact, too matter-of-fact and formal a relationship, too little understanding of common problems, between medical directors and field examiners. And I earnestly believe, with all due respect to my audience, that many opportunities to improve that relationship have been neglected. Personal letters expressing appreciation of particularly careful and thorough examinations; the adoption of birthday cards with an appropriate greeting, such as are used by many companies and general agents to cultivate the good will of policyholders; reprints of articles dealing with insurance medicine, statistical data, public health and hygiene; resumé of interesting cases and death claims which have some lesson to teach; suggestions as to the examiner's attitude and relationship towards agents and applicants—such things as these are simple and inexpensive ways to draw the examiner a little closer to the home office and of developing his interest and education along lines that will pay the company handsome dividends on a very small investment.

"Along broader lines it does not seem amiss to suggest the unlimited possibilities through concerted action."



## WARNING IS ISSUED ON OLD AGE SYSTEM

**Movement Revived to Stir Up  
Sentiment for Payment of  
Pensions**

## LABOR PEOPLE BACK IT

**Persistent Effort is Made to Get Public  
Favor for This Paternal  
Project**

The Ohio Chamber of Commerce sends out a warning bulletin on the movement to back an old age pension law. It says:

"Information is gleaned from seemingly reliable sources which indicates that plans are being laid for the submission of a measure to the next session of the Ohio legislature, providing for old age pensions. This appears to be the situation despite the fact that in November, 1923, such a proposal, submitted to a vote of the people of Ohio, was defeated by the overwhelming vote of 777,351 to 390,599. At that time, the voters of only two counties favored the enactment of an old age pension law. They were Athens and Lawrence counties. Athens county voted 'Yes,' 4,070; 'No,' 4,043, while Lawrence county voted 'Yes,' 2,845; 'No,' 2,577.

### Conducting a Study

"The American Association for Labor Legislation is this year conducting a study of this general subject 'in advance of the meeting of the 42 state legislatures and Congress, which will be in regular session in 1929.' Needless to say, the American Association for Labor Legislation will, beyond doubt, adduce such findings as will seem to favor such enactment. It is understood that Ohio is one of the states in which steps have been taken looking to the introduction of such a measure at the next session of the legislature. It is said that the American Association for Labor Legislation in this movement has the cooperation of various labor organizations, plus the Fraternal Order of Eagles.

### Official Study Made

"The organizations mentioned have been instrumental in having set up an appropriation by New York of \$5,000, yearly, covering the past several years, for the study of aged dependents in public institutions. There is not included in this study, however, according to the American Association for Labor Legislation, any study of aged dependents outside of institutions. Governor Alfred E. Smith of New York has sent a special message to the New York legislature urging that there be an official study of the situation of non-institutional poor. The National Civic Federation has issued a statement in which it indicates that this entire movement 'will bear watching.'

### Would Have Age Limit

"An indication that even if the advocates of old age pensions were to be able to get their measure through the various states, they would not stop with such accomplishment, is found in another item in the American Labor Legislation Review, which states that there is an increasing tendency to discard men when they have attained the age of 45 years, for certain active labor work. It has been proposed, it is stated in the article, that the proposed old age pension would take care of aged dependents when they have reached the age of 65 or

(CONTINUED ON PAGE 32)

## CLARIS ADAMS ADDRESSES ILLINOIS ASSOCIATION

**DE LONG ELECTED PRESIDENT**

**R. W. Stevens and Emmet C. May on  
Program of Annual Meeting  
at Peoria**

The third annual meeting of the Illinois Association of Life Underwriters was held in Peoria April 28, and brought out the largest attendance of any similar meeting ever held. The ballroom of the Pere Marquette hotel was taxed to capacity, about 540 being present. Every one of the 12 member associations throughout the state was represented.

The retiring president, Darby A. Day, acted as toastmaster, and complimented Ralph C. Lowes, president of the Peoria association, for his fine handling of local arrangements. Among the guests of honor were Mayor Mueller and a num-



**C. H. DE LONG**  
President Elect, Illinois Association

ber of officials from home offices in Illinois.

In his address of welcome Senator John Dailey paid a great tribute to the life underwriter as an important factor in building a greater civilization. "No group of men is rendering greater service to humanity than you who are constantly striving to better the social and economic conditions of others. Life insurance in its activities and methods is unspoiled and above reproach; it is clean. Let me leave this thought with you. He serves God best who serves man most."

In introducing R. W. Stevens, president of the Illinois Life, Emmet C. May, president of the Peoria Life, said that the large attendance showed the interest that insurance men throughout Illinois are taking in the betterment of their business. He sketched the great growth of life insurance during the past 20 years, and said it showed what is coming in the future.

### Applies Itself to Conditions

"Life insurance," Mr. May said, "offers no panacea, but it applies itself to conditions just as it finds them and tries to make humanity better."

Following a short talk by Mr. Stevens, the principal address was delivered by Claris Adams of St. Louis, secretary and general counsel of the American Life Convention. He stated that more life insurance is being sold every year than the whole amount in force 20 years ago, and that the amount outstanding is being doubled every decade. Of the 13

## PLANS ARE COMPLETED FOR CHICAGO SCHOOL

**ROCKWELL IS IN CHARGE**

**Life Insurance Training Course Will Be  
Given During the Coming Summer  
for Students**

Many life agents in the Chicago area who have not had an opportunity to enroll in the Rockwell Life Insurance School will be interested to know that another term will be held in Chicago June 18 to Aug. 15 under the auspices of the Chicago Association of Life Underwriters.

Dr. Rockwell has just completed the Houston, Tex., term and will go from there to Cleveland, where a mid-spring term is held. Dr. Rockwell needs no introduction to the life insurance profession as he has long been associated with the training of life insurance salesmen. For a number of years he directed the Carnegie Tech and University of Pittsburgh life insurance schools and only relinquished this work in order to conduct the field schools. He is the editor of the "Insurance Salesman."

Since only the morning hours are devoted to class room instruction the agents enrolled in this school will have an opportunity to maintain their present working schedule with but little interference.

Many of Chicago's most successful life underwriters are graduates of the Rockwell course. Since the size of the summer class is limited agents desiring information about enrolling should communicate at once with Clinton F. Criswell, managing director Chicago Association of Life Underwriters, 327 South La Salle street, Chicago.

### Goes to Home Office

John Hyatt Downing, formerly with the W. W. Klingman agency of the Equitable Life of New York in St. Paul, has been called to the home office, to assist W. H. Glines in the salary savings department. This department has grown rapidly in recent months and this addition to the service facilities at the home office was found necessary. The Equitable has written \$10,000,000 under the salary savings plan on Bell Telephone employees alone during the past year.

billion dollar businesses in the country, three are life insurance companies. Yet, the other 250 life companies have proven just as safe for the buyer. "Not a dollar has been lost by policyholders in a legal reserve life insurance company within the memory of any living man. This has resulted in the development of greater confidence in life insurance than any other business in the world. Every year people put \$2,000,000,000 in the hands of life insurance agents. What a tribute to the integrity of the institution!

"The peddler of policies does not succeed today. It is the trained underwriter who can cut his cloth to fit the user's needs and make it wear throughout his life."

New officers were elected at the business session, for delegates only, which preceded the large public meeting. They are: President C. H. DeLong, Champaign, Ill., manager Peoria Life and formerly vice-president of the state organization; first vice-president, Ralph C. Lowes of Peoria, state manager of the Lincoln National and president of the Peoria association; second vice-president, Herbert Hendricks of Decatur, agency manager, Equitable Life of Iowa and National committeeman for the Decatur association. Clinton F. Criswell, managing director of the Chicago association, was reelected secretary-treasurer. Bloomington was selected as the place of next annual meeting.

## LOST CONTACTS MEAN LOSS OF BUSINESS

**Agents Who Fail to Follow Policy-  
holders Injure Themselves  
and Their Clients**

## SALES SPEECH IS LAUDED

**Mrs. Eleanor Y. Skillin, Chicago Pro-  
ducer, Makes Important Point  
in Address**

Three Chicago general agents of life companies, commenting this week on the address made by Mrs. Eleanor Y. Skillin of the Bokum & Dingle general agency of the Massachusetts Mutual Life at the recent life sales congress in Chicago, said Mrs. Skillin's point that the agent does himself an injury when he does not keep in touch with policyholders was one of the most apt sales arguments presented to those who attended the meeting. Few people of any means buy only one policy and then buy no more. Nor do most buyers of life insurance start with large policies. It is usual that a man buys a small policy when he begins his business or professional career and adds to his life insurance estate as he climbs the ladder of financial success.

### Policy Analysis Points Argument

One general agent, to italicize his statement that even today the majority of life agents are lax about following through an initial sale, produced a policy analysis he had made for a prospect some time in the last 10 days. The prospect had 17 policies. The largest was for \$6,000. Most of the 17 were for less than \$3,000. The prospect was 48 and had bought his first policy when he was 25. The 17 policies were sold by 17 agents, none of whom was even an acquaintance of the policyholder at the time he made the sale. The policy analysis revealed that none of the 17 agents had sold coverage for a definite need expressed by the policyholder. Each had merely sold a policy and had passed on, forgetting the policyholder and leaving the field of the policyholder's future open for the next agent along.

### Agent, Company Lost Thousands

The second general agent, following up on a small policy sold in his company by some agent operating 30 years before the general agent even made his present connection, found the policyholder to have \$180,000 of coverage scattered over a dozen companies. The policyholder told the general agent that recently in going over his policies he had decided in his own mind that he preferred the contract of the company represented by the general agent to all his other contracts. But he had only the one small policy in that company.

The seller of that first small policy, or some other representative of the same company in which the policy was placed, could have had at least a substantial share of the \$180,000 of protection the policyholder now carries had the proper follow-up methods been used. But the general agent of the company states that even today new men, although they are given a clear field on policyholders in the company representing several hundred thousand dollars of business for each man, are slow to harrow the field, which already has been ploughed.

"If I find that an agent working out of this office fails to make regular contacts with his policyholders," the third

(CONTINUED ON PAGE 12)



From an Agents standpoint a good financial statement is an excellent guide to the profitability of representation—look this one over.

**TWENTY-EIGHTH ANNUAL FINANCIAL STATEMENT  
YEAR ENDING—DECEMBER 31, 1927**

ASSETS		LIABILITIES	
Bonds and Stocks Owned .....	\$ 9,831,749.82	Legal Reserve, Life Insurance Policies ..	\$10,973,342.00
Principally Government, State, County, and Municipal Bonds		American Experience 3 1/2%, Standard and Sub-Standard 3 1/4%	
Real Estate Loans, First Mortgage ...	7,596,973.48	Legal Reserve, Disability Policies ....	202,030.37
Loans based on 90% or less of property value		Contingent Reserve..	2,888,754.55
Cash in Banks and Offices .....	896,361.55	Reserve for Epidemics .....	1,000,000.00
(\$725,381.47 at interest)		Gross Premiums Paid in Advance .....	387,914.83
Real Estate Owned..	834,606.46	Taxes Accrued, but not Due .....	331,905.36
Mainly Home Office Building		Due to Agents on Bonds, Deposits, etc. Mainly a Savings Fund	403,013.07
Loans on Bonds and Stocks .....	114,625.00	Policy Claims in Process of Payment and Adjustment ...	179,882.35
Net Unpaid and Deferred Premiums ..	457,975.03	All Other Items.....	41,770.42
Policy Loans .....	283,626.19	Liabilities Other Than Capital and Surplus	16,408,612.95
Interest Accrued and Unpaid .....	262,555.75	Capital and Surplus..	3,869,860.33
Total Assets .....	\$20,278,473.28	Total Liabilities ..	\$20,278,473.28
Total Claims Paid 28 Years Ending December 31, 1927 .....		\$ 57,976,110.40	
Total Life Insurance in force December 31, 1927 .....		235,583,186.00	

**W. J. Williams to  
Be Honored on His  
70th Anniversary**

W. J. Williams, the veteran president of the Western & Southern Life of Cincinnati, will be honored on May 12 by a dinner given by his brother, Vice-President Charles F. Williams, at the Queen City Club, celebrating his 70th birthday anniversary. Mr. Williams is one of the ablest life insurance executives in the country and it has been under his careful and farseeing guidance that the Western & Southern has been built up to its present large proportions. The company now stands fourth in size among those writing industrial, besides which it has a large ordinary business in force.



W. J. WILLIAMS

**Had Admirable Training**

Mr. Williams' training as an insurance executive has been exceptional. Starting as a young man in the old Knights Templar & Masonic Mutual Aid of Cincinnati, still in existence, he soon transferred his connections to the Western & Southern, of which he became secretary. Through the long years of that company's development he has been its guiding spirit. In its earlier years it suffered many vicissitudes, especially during the period when Dr. Frank Caldwell was president.

**Williams Brothers in Control**

Eventually the Messrs. Williams bought out the Caldwell interest, and since they have been in complete control the company has gone forward steadily and consistently under a sound management policy. They have built up a home office organization second to none and in the field, with the result that it is now one of the soundest financial institutions of the middle west.

Most friends of Mr. Williams will be surprised to learn that he has reached his 70th year, as not only his looks but his youthful spirit belie his age. Very few executives have been as fortunate as Mr. Williams in enlisting the loyalty and love of his entire organization, which are richly deserved.

**Pan-American Has Big Month**

Since the organization of the Pan-American Life, the month of March has been designated "President's Month" and all business is written in honor of Crawford H. Ellis. The results for March, 1928, have been extremely gratifying. Over 400 personal producers contributed to a total of \$8,500,000. The Green Campbell Company, associated with the Lightfoot agency of Los Angeles, led the field organization. J. W. McCrary of the New Orleans agency ranked second, and L. A. Goodman, general agent at El Paso, was third. The prizes for this contest are awarded on a paid-for basis and therefore the prize winners cannot be announced at this time.

**Farmers National Conference**

The Farmers National Life announces that its annual agency meeting will be held in Chicago, Feb. 6-8, 1929. Dr. C. J. Rockwell, editor of the "Insurance Salesman" and head of the Rockwell life insurance school, will be the main factor in the conference.

COLORADO—ILLINOIS—INDIANA—IOWA—KANSAS—KENTUCKY—MICHIGAN—MINNESOTA—MISSOURI—NEBRASKA

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Request details for our remunerative contracts for  
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OHIO—OREGON—PENNSYLVANIA—TENNESSEE—VIRGINIA—WASHINGTON—WEST VIRGINIA

**George Washington Life Insurance Company  
CHARLESTON, WEST VIRGINIA**

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents.

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address

ERNEST C. MILAIR, Vice-President and Secretary





## ORDERS RETURN OF FUNDS OF GLOBE LIFE TO W. O. W.

### ACTION DECLARED ILLEGAL

Fraser and Associates Must Pay Back  
\$2,000,000 Used in Organizing  
New Company

LINCOLN, NEB., May 3.—District Judge Fred Shepherd on Monday declared illegal the action of W. A. Fraser, sovereign commander of the Woodmen of the World, and others, in using \$2,000,000 of Woodmen of the World funds to organize the Globe Life. Judge Shepherd held in favor of the plaintiffs, W. B. Price and others, who sought to have the funds returned to the Woodmen organization.

The decree of Judge Shepherd was tentative and following its reading a conference was held by the interested attorneys. The form of the decree will be filed as soon as details have been arranged.

#### \$4,000,000 Appeal Bond

According to the tentative ruling, the Woodmen officers are ordered to take back the \$2,000,000 used in the organizing of the Globe Life, an old line life company to be operated in connection with the fraternal. The figure, however, is expected to be modified so as to allow for stock sold by the Woodmen and paid for. The appeal bond was set at \$4,000,000, the defense attorneys entering an immediate protest.

If the plaintiffs desire, a finding of fraud will be included in the decree, Judge Shepherd said. He said there was no doubt but that the officers of the company knew that in establishing the Globe there actually would be harmful rather than friendly competition.

#### Will Appeal Case

Inasmuch as the Woodmen had already ordered a bill of exception it was considered certain Monday that the defense will appeal. Mr. Fraser said that the case would be appealed to the supreme court when notified of the decision of Judge Shepherd. "Because of the importance of the decision we will ask that the case be advanced on the docket," he said. Mr. Fraser stated that he and legal representatives of the Woodmen have not seen the decision. He added, however: "It seems strange to me that where the laws of Nebraska do not prohibit such transactions and the Woodmen of the World has all its reserves intact, with a surplus of more than \$11,000,000 and a general fund of more than \$4,000,000, the men owning that money would not have the right to do anything with the money they pleased so long as it is, in their judgment, beneficial to their organization."

#### Directed by Sovereign Camp

Mr. Fraser said the decision is, he hoped, "only a temporary setback to what I anticipated would be in the very near future Nebraska's largest life insurance company."

"There is no question in my mind that we will win ultimately," said D. E. Bradshaw, general attorney of the Woodmen. "I am sure we were within our legal rights and feel confident that the supreme court will uphold our contention."

"Mr. Fraser did exactly what the sovereign camp directed him to do," Mr. Bradshaw continued. "The sovereign camp directed the organization of the new life insurance company, and made the appropriation for it."

#### B. F. Hadley Seriously Ill

B. F. Hadley, vice-president and secretary of the Equitable Life of Iowa, is seriously ill at his home with pneumonia.

## AS SEEN FROM NEW YORK

By C. C. NASH, JR.

### A BLUFF WAS CALLED

Calling his bluff, W. A. Pollen of the Union Central Life in New York wrote a policy on a "columnist" in New York, to protect the latter's own good name. Russell Crouse, editor of "Left at the Post" in the New York "Evening Post," had the temerity recently to bring into his column a discussion of life insurance prospecting. He quoted the statistics on the value of an interview, as given out by Vincent B. Coffin, director of the life insurance course at New York University, and then said that he now knew how to deal with insurance agents. Mr. Coffin had said that every call was worth \$7 and every interview worth \$11. Thus Mr. Crouse said that in the future he would expect any insurance man calling on him to send in \$3.50 or half the profits, with his card. If an interview was granted the agent would first have to send in \$2 additional. He said he had visions of being able to establish a country place, buy a yacht, wear diamond garters and eat all the rhubarb pie he wanted, within a year.

Two days later Mr. Crouse announced to his column readers that Mr. Pollen had sent him a check for \$5.50 in accordance with the suggestion made. Mr. Crouse said "our first impulse was to donate the \$5.50 to the Moran and Mack - for - President campaign fund. Then we realized that \$5.50 Scotch might jeopardize the lives of the candidates. Now all we can do is invite Mr. Pollen to call and interview, with these conditions: that he bring with him a policy, ready for signature, the first year's payments on which total \$5.50. And that he confine his interview to this policy."

Just five days later, Mr. Crouse briefly confessed in this self-same column that he is now worth more dead than alive. Mr. Pollen had called his bluff and made a sale—though Mr. Crouse did not say for what amount. This, however, is a new form of prospecting and shows Mr. Pollen aggressively alert for all possibilities.

### IS PROMINENT FICTIONEER

Frank J. Price, Jr., assistant publicity manager of the Prudential, is rapidly becoming a prolific short-story writer and the product of his pen is finding an increasing demand. Mr. Price first entered this field about a year ago and last year at least 30 stories came out under his name. This year he has already had many published and many more are in the making. In addition, he is extending his efforts into the field of longer fiction, a novelette being on schedule for publication in the future. Mr. Price's first contributions were along the line of detective stories, being based on life insurance claim investigations and the experiences of a coast guard operator. He has written some sports stories and also some war stories. After 14 years in newspaper work, he has a broad background from which he draws material. His newspaper work carried him to Chicago, Washington, Philadelphia and New York. He was assistant city editor of the New York "Herald-Tribune" when he went with the Prudential as publicity man. Mr. Price also went to Russia in 1922 with the investigation group of the American Legion and the relief workers.

### DEVELOPING NEWARK AGENCY

Thomas M. Searles, general agent for the Aetna Life at Newark, N. J., is rapidly building one of the outstanding general agencies of his city. He became general agent two years ago, going there from Buffalo, and last year increased the Newark business sixty-five percent over the previous year. This year the total is increasing and the April business was almost twice that of April, 1927. Mr. Searles is developing an effi-

ciency in his organization which is accountable for the increase. He has greatly cut down the personnel and yet has greatly increased his business. When he took on the agency there were 450 men signed up with it, and he has already weeded out two-thirds of these. He is developing a full time organization of expert life underwriters and concentrating on a comprehensive training program. This agency has already stepped into the lead over all Newark offices with the exception of the two home office general agencies.

### TO HAVE LADIES NIGHT

James A. Fulton, vice-president of the Home Life of New York, will be the speaker before the May meeting of the New York Association of Life Underwriters. This will be "ladies night" and it may possibly be that Peter M. Fraser, president, and Fred McKenzie, secretary of the association, had this in mind in selecting this amiable bachelor for this occasion, but whether or no, the selection is most auspicious, for Mr. Fulton is one of the outstanding agency officers of the country and is making a remarkable record in this field with the Home Life, as he did with the Continental American of Baltimore. His subject will be "Selling Life Insurance or Talking Life Insurance." Dr. John L. Davis, noted throughout the country for his sermons, will also speak, taking as his topic, "Echoes of Life." Mr. Fraser has also secured New York's premier male quartet for the occasion. The meeting will be May 8 at the Hotel Astor.

### HAVE AGENCY OUTING

Over 50 of those connected with the Johnson & Collins agency of the Travelers in New York journeyed to Atlantic City last week for a two-day outing and conference, spending Thursday and Friday at the Traymore Hotel.

### TRAINING WORK PAYS

Often direct returns are not apparent from agency training efforts and agency leaders have to continue on the assumption of intangible benefits, but Beers & DeLong, New York general agents for the Mutual Benefit Life, are finding a very direct return from their work, instituted the first of the year. Mr. Beers has launched a series of sales schools for new men and also open to the old men. Two of these have already been held, one in the downtown office and one uptown, and another is now under way, starting downtown May 1. From six to a dozen men attend these agency schools and, after the course, the weeding out process permits those qualified to join the agency force. Perhaps it may not be evidence of this work, but the April paid business in this agency was \$3,100,000, which was just about a 50 percent gain over April of last year. Though that be the result of general conditions, it cannot be denied that some of the personal results of the new men are directly the result of this training. One of the new men completed the course and took up the rate book, writing a \$100,000 case in his first week. Another finished the course and in the first three weeks with a rate book, paid for \$125,000. This is evidence that the training program has paid dividends in this office.

### SET EXAMINATION DATE

Arthur M. Spaulding, chairman of the registration committee of the American College of Life Underwriters, has announced that the first examination for the C. L. U. degree will be held in New York June 21-23. Applicants must file their papers and the \$50 fee on or before May 15. In a notice to New York life underwriters in the May issue of the "Bulletin" of the New York Associa-

## DENNISTON LEAVING HOME OFFICE POSITION

### FOR GENERAL AGENCY WORK

Has Long Been Head of the Educational  
Department at the Travelers  
Home Office

L. N. Denniston, for more than 25 years head of the training school of the Travelers, is leaving the home office staff to become district agent of the Travelers companies in West Hartford, in partnership with his son, Edwin M. Denniston, under the firm name of Denniston & Son.

Mr. Denniston entered the employ of the Travelers as a home office special agent Aug. 15, 1902. In this capacity he began his work preparatory to instructing men for field supervisory work for the Travelers, establishing the first insurance training school. At that time only two other corporations, the Burroughs Adding Machine Company and the National Cash Register, had schools for salesmen. Since then many corporations in many lines of business have established similar schools.

#### Acted as Hartford Manager

From November, 1903, to May, 1905, Mr. Denniston carried on the instruction work and also served as acting manager of the Hartford branch office with supervision over Connecticut and western Massachusetts.

As the demand for trained field men grew with the expansion program of the Travelers, he gave up his branch office managerial duties and devoted all of his time to instruction work, developing courses in life, accident and casualty insurance lines. In November, 1918, he was promoted from agency instructor to the superintendency of the department of instruction and training. In addition he has been charged with some underwriting and publicity duties. In connection with the work he was one of the founders of the Insurance Institute of America and is now chairman of that organization's committee on education.

#### More Men Have Been Trained

Under Mr. Denniston's direction nearly all of the life and casualty branch office managers at present in the employ of the Travelers and their assistants received their home office training.

Edwin M. Denniston has had seven years' experience with the Travelers in various branch offices as a clerk, an assistant cashier and as a field service representative of the group department. He is at present servicing six branch offices with headquarters at St. Louis and will give up his duties there to become an active member of the newly-established firm.

The establishment of the district agency at West Hartford by the Travelers recognizes the growing importance of West Hartford as a business center.

tion of Life Underwriters, Mr. Spaulding said: "The organization of the American College of Life Underwriters marks a most important step in professionalizing the life underwriter of the future. It is felt that the time has arrived when the qualified life underwriter should be given some mark of distinction. The outstanding accountants are distinguished by the right to use after their names C. P. A., which means certified public accountant. It is felt that eventually the outstanding Life Underwriter will be distinguished by the right to use C. L. U. after his name, meaning chartered life underwriter."

#### Will Meet at Niagara Falls

The Provident Life & Accident will hold its annual agents' convention for 1929 at Niagara Falls in the early spring.



"We're not sick, Daddy. Why are you taking us to the doctor?"  
"Why? To do all we can to keep you from ever getting sick."

Your children will probably never forget the odd experience of being taken to the doctor when they are perfectly well. Perhaps no other act of yours could stamp more indelibly on their minds the wisdom of preventing sickness.

Have you guarded against diphtheria, typhoid, smallpox and rickets? Have you had adenoids removed? Teeth, eyes, throat, legs and feet—every part of the body should be examined.

Make May, 1928, a banner month for your children. Have them weighed, measured and examined for known and unknown defects. Give them a fair start toward a happy and useful life.

The Metropolitan has issued a booklet, "Out of Babyhood Into Childhood," which gives valuable advice on preventable diseases with helpful suggestions concerning diet, environment and training. Mailed free upon request to the Booklet Department, Metropolitan Life Insurance Company, No. 1 Madison Avenue, New York City. Write for it.

HALEY FISKE, President.

## METROPOLITAN LIFE INSURANCE COMPANY

NEW YORK

*Biggest in the World, More Assets, More Policyholders, More Insurance in Force, More New Insurance Each Year*

## LIFE INSURANCE BY STATES

Business issued in 1927 and amount in force December 31, 1927, in various commonwealths

ILLINOIS			New		
	Business	In Force	Business	In Force	
Abraham Lincoln	3,423,533	17,703,780			
Amer. Bankers	4,673,949	9,323,426			
Central L. of Ill.	3,410,727	31,476,695			
Chicago Natl. L.	18,072,785	45,994,191			
Citizens Natl. G.	1,017,654	1,017,654			
Continental Amr. Ill.	13,722,608	26,637,148			
Cosmopolitan L.	2,395	2,347			
Federal L.	16,112,974	33,184,505			
Franklin L.	7,109,361	50,697,443			
Illinois L.	14,893,371	93,503,659			
Liberty L. Ill.	2,677,525	6,066,618			
Life & Cas. Ill.	9,065,295	18,065,295			
Miss. Valley L. Ill.	2,580,732	2,427,673			
Mutual Trust L.	6,917,766	36,474,826			
Northwest. Union, Ill.	709,233	1,631,247			
North Amer. L. Ill.	3,517,400	12,065,016			
Old Colony L.	4,832,812	15,415,825			
Peoples Life, Ill.	3,306,842	10,094,446			
Peoria L. Ill.	10,546,510	58,503,945			
Rockford L.	2,206,947	13,525,851			
Springfield Life	2,107,839	43,371,277			
State Life of Ill.	357,706	1,976,206			
Twentieth Cen. L. Ill.	2,277,704	572,358			
Victory Life, Ill.	2,298,017	3,494,421			
Wash. Fid. Natl.	1,656,273	1,797,374			
Arcadia Mut. L.	4,315,400	27,948,400			
Aetna Life	94,519,969	273,951,346			
Amer. Central L.	899,539	4,174,511			
Amer. Life, Mich.	114,073	1,282,559			
Am. L. Re-ins. Tex.	4,263,249	6,976,057			
Am. Natl. Assur. Mo.	331,108	1,438,793			
Amer. Natl. Tex.	15,586,918	20,061,321			
Atlas Life, Okla.	1,293,800	615,500			
Bank Savings L.	1,802,417	2,417,834			
Bankers Life, Ia.	20,343,327	102,950,678			
Bankers Life, Neb.	965,347	5,739,810			
Bkrs. Reser. L. Neb.	916,844	7,551,562			
Berkshire L.	2,340,231	21,727,182			
Bus. Men's Assur.	1,355,840	2,215,386			
Capitol L. Colo.	250,500	1,484,979			
Central L. Assur. Ia.	988,760	4,123,998			
Central States L.	386,850	2,345,572			
Columbian Natl. L.	2,773,711	24,248,998			
Columbus Mut. L.	1,091,953	8,312,614			
Connecticut Gen. L.	10,837,200	40,959,592			
Connecticut Mut. L.	10,462,762	57,721,434			
Conservative L.	503,381	414,459			
Continental L. Mo.	1,449,399	3,371,853			
Crescent L. Ind.	827,369	7,704,908			
Equitable L. N. Y.	85,240,870	369,836,125			
Equitable L. N. Y. G.	35,539,832	78,321,044			
Equitable L. N. Y. T.	140,780,702	448,167,169			
Equitable L. of Ia.	12,401,615	64,905,603			
Eureka-Maryland As.	145,000	1,025,417			
Farmers Natl. L.	2,656,198	11,257,225			
Fed. Reserve L.	1,910,358	7,647,961			
Federal Union L.	1,919,228	4,890,007			
Fidelity Mut. L.	2,305,663	14,287,985			
Girard Life	487,558	2,939,719			
Great Northern L.	849,719	3,430,029			
Great Western	171,000	297,750			
Guaranty Life	1,698,743	3,698,154			
Guardian L. N. Y.	2,486,567	18,025,920			
Home Life, N. Y.	3,169,200	21,721,301			
Indianapolis L.	3,381,536	19,452,872			
International Life	6,976,878	39,866,585			
Intersouthern Life	1,237,988	8,087,887			
John Hancock Mut.	50,615,490	176,784,672			
Kansas City L.	3,254,119	5,999,983			
Lafayette Life	149,592	484,402			
Liberty L. Kan.	60,000	143,000			
Lincoln Natl. L.	11,601,231	32,790,060			
Manhattan Life	653,115	2,608,528			

## LOST CONTACTS MEAN LOSS OF BUSINESS

(CONTINUED FROM PAGE 9)

general agent said, "I will not permit him to stay here. And I do not flatter myself that I shall not lose some of my men because of this." He said that last year he was compelled to terminate connections with an agent because the agent insisted that he would do better to concentrate on a case he was working on initially than to make a call or two on an old policyholder whom the general agent believed to be ready for more insurance. The agent lost the case he believed so important but still failed to call on the old policyholder. After some weeks the general agent sent another agent to call on the policyholder whom he believed to be ready to buy again, and the agent returned after one interview with a new contract for \$15,000.

Two of the general agents reporting stated it as their belief that in some instances the first policy a man buys also is the last one for the reason that the policyholder becomes first angered and finally disgusted with the institution of life insurance because of the unbusinesslike actions of many agents. Each expressed the belief that to some degree

the quality of the men in the business is increasing, with a concurrent increase in the standards on which the field end of the business operates, but added in each instance that still higher general standards are needed, and that agents and companies will continue to lose business so long as the field men fail to reseed the fields they open.

## NONPARTICIPATING IN NEW YORK OPERATIONS

Insurance Superintendent Beha of New York announces that the Aetna Life and Connecticut General Life have notified him that on and after May 1, they would confine their new business in New York State to non-participating. The New York law provides that no domestic life company shall write both participating and non-participating policies in the state. Superintendent Beha discussed this matter with the two companies inasmuch as they were writing both classes of business in New York. He declared that companies of other states should not have super-powers in New York not allowed its own companies. After consideration both companies notified him that they would follow his request. Both companies therefore will write only non-participating hereafter in New York.

## KANSAS

	New	In Force
Business	Business	
Amer. Home L. Kan.	1,349,000	7,509,000
Victory Life, Kan.	1,736,205	13,700,958



# "Glad to See His Life Insurance Man!"



## It's Being Done Every Day

"Yes, I called you up, Sellers, because I want to talk to you about this Business Insurance I've been reading about"

or

"No, I don't know what it is, but I know it's just another scheme to sell life insurance"

Which reception would you prefer?

If you prefer the first—why not have it—you can make your prospects like to see you for an investment which runs as low as \$5.50 a month.

People when they become life insurance conscious, when they recognize the application and value of life insurance radically revise their ideas about YOU—the seller of the service. AND WHEN THAT IDEA IS REVISED YOU OBTAIN A CORDIAL RECEPTION—YOUR SERVICE IS UNDERSTOOD.

The big problem is how to create this

### Here is the secret?

favorable state of mind without running into the danger of pestering, boring or becoming a nuisance.

Heretofore no systematic month to month—year in and year out plan has been available. Just a little less than a year ago, however, the problem of how to call on every prospect once a month—give him a better conception of what life insurance is and the diversified uses to which it might be put—a proceeding obviously physically impossible—was solved.

And so successfully has it been solved that today the Estate-O-Graph is being used at the rate of over a million and a half copies annually.

PICTURES sell LIFE INSURANCE. They sell at a glance—and here is the secret of the Estate-O-Graph. The Estate-O-Graph utilizes the Rotogravure process—it is an eight page picture magazine on life insurance. Its pictures are the best that advertising and photographic art can produce. They captivate the interest. They drive home the story better and more effectively than any other known medium.

The Estate-O-Graph has an entry into everyone of your prospects' and clients' homes because it is INTERESTING. It depends primarily upon pictures to get across its points. It carries only your name—it is yourself everywhere—every month. And its cost is within the means of every life Insurance man. Use the coupon below to obtain the complete story and prices.

#### EXCLUSIVE FRANCHISES

Now Being Granted For  
As Low As \$5.50 A Month

You may secure the Exclusive Franchise for the Estate-O-Graph in your Community, providing someone else is not already using this great Business Builder. The cost of the Exclusive Franchise runs as low as \$5.50 per month—the cost being entirely dependent upon the size of the Community, Town or City. Naturally, the larger the size of the City, the higher the cost for this Exclusive Franchise.

The cost of the Estate-O-Graph is ridiculously low. Think of it! Your own house organ with only your name to identify it—printed in rotogravure, the most expensive process you could use to print your House Organ—the exclusive right to its use in your community for as low as \$5.50 a month. The rate depends on the size of your Community. Use the coupon to obtain your rate today. Don't delay—someone may beat you to it.

THE NATIONAL UNDERWRITER,  
1362 Insurance Exchange, Chicago, Illinois.

I am interested in using pictures as an aid in selling Life Insurance. Send me a sample copy of THE ESTATE-O-GRAPH and a copy of the 24-page free book about this picture magazine. Also information regarding the exclusive franchise in my community.

Name.....

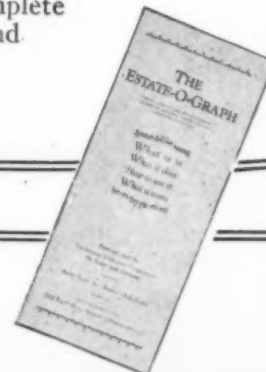
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### Get this Free Book

We have a 24-page book about the Estate-O-Graph which is yours for the asking. In it you will find the complete story of the Estate-O-Graph. What it is, what it does, how to use it and what it costs. In addition, valuable direct mail hints and selling suggestions are included. The book is free. Use the coupon to secure it.



## Builders

who realize the importance of their work give prime consideration to its permanence. Without the ability to perform lasting service, the finest products of the human brain become useless and unprofitable.

## American Central Men,

by the inherent principles underlying the new contracts which they enjoy, look upon themselves not merely as builders of valuable life insurance estates for their clients but as creators of prosperity and lasting contentment for themselves and for their families. This conception, ingrained in the character of each American Central representative, makes for an organization conspicuous for its morale and exceptional in its unity of purpose.



## PRESIDENT OF A YOUNGER COMPANY COMMENTS ON PRESENT SITUATION

THE president of one of the smaller life companies commented on the recent editorial in THE NATIONAL UNDERWRITER which contended that there are ample reasons and very solid ones for the continuance of companies of lesser stature than the giants. This president states that 17 years ago, when the new company movement was supposed to have reached its crest, Actuary Miles M. Dawson of New York wrote a series of articles in which he forecasted that consolidation would of necessity follow and that it would be a development in the life insurance field. He said that a number of companies had been organized so that necessarily there was not the managerial talent or the underwriting ability to be secured to guide all these newly created enterprises into a safe harbor.

### Consolidations Will Continue

This president states that since the prediction was made a number of companies have passed out of the picture through the merger and consolidation process. In spite of this, new companies have been called into being. This president predicts that it is altogether likely that the next decade will see a continuance of consolidations, mergers and reinsurance to some extent. However this may be, he says that consolidations have not been limited to the younger companies. The Washington Life, the Michigan Mutual Life and others of considerable size and age have gone out of business.

### Comment on Conditions

When this president went into the life insurance business, he found there were 87 companies in the United States. He believes that as high a percentage of the older companies has merged as the new ones. Then this president makes the following interesting comment on the editorial in question:

"It seems to me that your editorial did not sufficiently stress character in a company. Run your eye over the field and see the character of some of the companies in the new and smaller groups. Has anyone had any more

need to worry about the permanence, the solvency and the service that would be rendered to its policyholders by the Oregon Life than even the eastern giants? Hasn't the progress, the policy and performance of the Indianapolis Life been a shining example of underwriting rectitude? Does any one feel that the Continental American Life of Wilmington, Del., is any less successfully managed or ably administered than some of the towering giants within almost gunshot of its home office?

### Companies Organized for Service

"I have taken the continent in three jumps. Between these spaces there are many splendid young companies all of which were organized and designed to give an insurance service in their immediate community. They have not been disturbed by dreams of empire. They are as ably managed as any life company in existence. The question arises when does a young company cease being a young company and does youth necessarily indicate lack of strength?

### Jacob L. Greene's Reports

"When I first went into life insurance, President Jacob L. Greene was writing those wonderful annual reports for the Connecticut Mutual Life, forecasting the disasters that would overtake the race for business on part of those who were pushing deferred dividends and giving attention only to volume and size. Another five years showed that Mr. Greene was absolutely right. To my mind the hazard in the field of insurance does not lie in participating or non-participating. It does not lie so much in an extra 5 percent commission or a 5 percent cut in premium rates. It does lie in the modern substitute for the deferred dividend, as the business getter, the disability income feature. When you see a young company or an old company doubling, tripling, embroiling and elaborating and expatiating on the wonderful disability income provisions in its policy, you think of Jacob L. Greene and wonder if they are not headed in for another big wind."

## Field Supervisor of the Penn Mutual Pioneer in the Air

IN RECENT months the most popular news stories have had to do with the great adventures and adventures of the air—the flights over the poles and the magnificent daring of the "big hop" across the Atlantic. Despite the unique success of Lindbergh and the successes of Chamberlin, Byrd, and the Bremen crew, the supreme danger and experimental nature of the flights may be judged from the admission of the airmen themselves that it will probably be half a century before flying over the Atlantic can be safe.

### Stavert Hudson's Work

It should interest the insurance world to know that one of its own men was one of the pioneers in the greater conquest of the air. Just ten years ago, Stavert Hudson, now a field supervisor of the Penn Mutual, was the first man to fly across the Alps.

At that time he was a flying officer in the United States Naval Aviation Service, stationed in Italy. It was determined that he should attempt this great flight, and that he would be accompanied by an army flier as second pilot and an army photographer, so that both branches of the American aviation service should share the honors of the first aerial spanning of the Alps.

The danger lay in pioneering a flight

over the highest points of the French and Italian Alps, where a forced landing would mean almost certain death. There was, of course, no safe landing, and everywhere were mountain fastnesses and snow. Even though a landing were made without serious injury, one might wander about for weeks without finding human habitation.

Just as in the present-day adventures, when the fliers wait and test their motors while gathering weather reports over periods ranging from a week to a month, so Hudson and his comrades waited nearly a month before hopping off from Turin, Italy. Their trip was made in about four hours, without mishap, at about 12,000 to 13,500 feet. They landed safely in Lyons, France, where they were greeted by Caproni himself, designer and builder of the plane.

The plane belonged to the United States Navy, and was an Italian Caproni with three 200 horsepower motors. It was designed to do night bombing on the northern French and Belgian fronts. Shortly after the first flight, several more of these planes were brought over the Alps for the same purpose. The unit doing this work was made up of about a dozen of the older naval fliers, of whom five were killed through accidents due to the faulty construction of the ships, which was why they were superseded by Handley-Page. That was in a day when the building of planes was still a very experimental game. Caproni later perfected his ideas, and is still one of the most famous of all the builders.



## BIG CHANGE IN STATUS OF MEDICAL EXAMINERS

Reviewed by Dr. J. B. Jack Before Medical Section of American Life Convention

### FIELD WILL STILL EXIST

Effect on Examiners of Industrial Medicine and Other Recent Developments Described

A valuable review of the position occupied by the medical examiner in life insurance, the changes noted in that position and the reasons for them, with some interesting recommendations regarding company practices in the future, was made by Dr. John B. Jack of Chicago, well known as a medical examiner and referee, in an address before the Medical Section of the American Life Convention, in session this week in St. Louis.

Dr. Jack compared the medical examiner's position to that of the family physician. When people came to believe that disease could be better diagnosed and its treatment better directed by a laboratory method than by clinical observation and experience, the family doctor was gradually pushed into the background. In the same way the insurance companies came to believe that within certain limits they could do without their field examiner and depend on actuarial statistics. As the medical examination became less important and the examiners found that actuarial data was given more consideration at the home office, their examinations became perfunctory.

#### Factor in Changed Relations

He listed the factors which have entered into these changed relations as follows:

- (1) The careless or incompetent medical examiner.
- (2) The rise of so-called industrial medicine.
- (3) The public health and similar agencies which are constantly trying to extend the span of life both by educating the people in health matters and by removing dangers of life.
- (4) The constantly increasing accumulation of actuarial and mortality statistics by the insurance companies by which the age expectancy of an individual in almost any kind of circumstances may be reasonably predicted.
- (5) The acceptance of sub-standard risks.
- (6) The tendency of a large section of the public to insure for large sums rather than to save money as formerly, that is to say to invest in insurance for personal and business reasons.

#### Industrial Medicine and Insurance

Special attention was given to the developments in so-called industrial medicine. Because it has been found to be good business, there are now in practically all large business concerns whole-time physicians who have charge of the medical examination and selection and rejection of employees, the recording of defects, supervision of their health, their working conditions and the hygiene of their home life.

"Industrial medicine," he said, "applies the principles of scientific preventive medicine to selected groups and the number of such groups is constantly increasing. As a part of this plan, maybe as a welfare matter, maybe as a means of keeping the employees better satisfied and therefore again good business we have the development of blanket group

## NATIONAL LIFE SCHOOL PROVES VERY SUCCESSFUL

WAS CONDUCTED IN DETROIT

Eighteen Salesmen Attend School and Sell \$130,000 During the Same Week

After extensive research and planning, the National Life, U. S. A., has developed a system of agency instruction. The outstanding feature of the course, which is personally rendered, is its practical application to life insurance sales work of today. No theory is expounded which is not described in its practical working in the daily program. When the student has completed the course he is equipped to sell life insurance, which is its objective.

Further, the company sought and found a man who combined the qualities of the teacher and the experience of a salesman. He is A. W. Jackson, supervisor of agencies, who conducted the first school in the Detroit agency of R. W. Anger. There were 18 salesmen in attendance. The sessions were held early in the morning and late in the afternoon—the intervening period each day being spent in actual solicitation. Every man attending the school produced business during the five days it was in session and the volume actually produced was in excess of \$130,000.

#### Banquet at Close

The school closed with a banquet, at which President Robert D. Lay, Vice-President Walter E. Webb, Vice-President J. J. Mooney, Supervisor of Agencies J. Wiley Allen and Agency Manager Roy W. Anger addressed the class. The results achieved at the first school have persuaded the company to make the course of instruction a permanent factor in its service to the general agencies scattered throughout the country. It is being placed at their disposal as rapidly as it is possible to arrange engagements.

life insurance. Now the companies accept these wholesale risks without individual medical examinations because they know that there has already been an expert medical selection and that any man with any serious impairment would not be accepted as an employee. All accepted employees are therefore good risks. The industrial physician has really indirectly worked as an insurance medical examiner for the insurance company and the service of the regular medical examiner is not required. The total amount of this non-medical insurance at the present time must be enormous, and the industrial medical supervision is in the insurance companies' favor."

#### Danger of Middle Life

The widely reported increase in the span of life was declared to be in many cases more apparent than real. It was pointed out that the man or woman in the third or fourth decade of life has a better chance to live beyond the average life span, if he is free or comparatively free from the stigma of heart, blood vessel or kidney disease. But his chance of reaching the average span of life is much lessened if he has such a stigma.

"This is the period of life," said Dr. Jack, "in which most individuals take out life insurance policies, and sometimes for very large amounts. The importance of a complete and thorough medical examination is obvious, for such a risk may mean a heavy loss or a large profit to an insurance company. The size of the premium should not be so important as a careful medical examination."

In regard to the increased use of actuarial and mortality statistics, Dr. Jack declared that "basing risks on the find-

## NORTHWESTERN MUTUAL PLANS AGENTS' MEETING

MEET IN MILWAUKEE IN JULY

Change Form of Program for Annual Gathering—President Van Dyke To Welcome Men

MILWAUKEE, May 3.—When the association of agents of the Northwestern Mutual Life meets at the home office of the company here, July 23-25, it will have a change in the program of activities compared to former years.

The only general session which will be held the first day, will be when President W. D. Van Dyke gives his address of welcome to the agents. Following this the general agents' association and the special and district agents' association will hold their annual meetings.

#### Speakers Announced

The speakers Tuesday morning will be Percy H. Evans, actuary; Charles H. Parsons, superintendent of agencies, and M. J. Cleary, vice-president. Tuesday afternoon a policyholder of the company, who carries the limit the company will take, will tell why he selected the Northwestern Mutual Life policy. An agent of the company will talk on why he considers the Northwestern policy contract superior. John J. Hughes, assistant superintendent of agencies, will discuss the company's policy contract and why it excels.

Election of officers of the association of agents and other business will be taken up at the meeting Wednesday morning, after which W. Ray Chapman, assistant superintendent of agencies, will discuss the mechanics of a well-ordered existence as applied to the life insurance salesman. Norman R. Hill, Williamsport, Pa., will close the meeting with an inspirational talk.

The company dinner will be held Tuesday night. Dr. Charles H. Mayo of Mayo Brothers clinic, Rochester, Minn., internationally known surgeon, and George W. Blanchard, Edgerton, Wis., chairman of the examining committee of policyholders for 1927, and Wisconsin state senator, will be the principal speakers at the dinner.

ings for groups is all right, but there are wide variations in individuals who fall into groups. It is here that the medical examiner's judgment and acumen comes into play. On the one hand, we know that a large percent of death claims paid today are due to circulatory disease; on the other hand, many perfectly safe risks are refused insurance because of a heart 'murmur' which may be only temporary or functional. In connection with substandard risks I would like to say that the policyholder who lives beyond his age expectation should receive some benefit in the way of a decreasing premium after that age."

Assuming that the practice of blanket group insurance has come to stay and that the companies will continue to issue comparatively small amounts without medical examination, it was pointed out that there will still remain a field for the medical examiner among those who insure for fairly large or very large sums, and also in the case of substandard risks. Medical examination is becoming more and more a specialty, not a casual matter, not a side line.

#### Suggestions Are Offered

Summing up his review of the situation, Dr. Jack offered these suggestions:

- (1) That the proper type of medical examiners should be selected, that they should be adequately compensated, and that their judgment should be trusted.
- (2) That such medical examiners, besides being concerned with the ex-

(CONTINUED ON PAGE 18)

## MEETING OF MEDICAL SECTION UNDER WAY

American Life Convention Auxiliary Holds Session in St. Louis

### SHOW GOOD ATTENDANCE

More Than 150 Registered for Opening—Dr. Neal's Address Causes Discussion

ST. LOUIS, May 3.—About 150 were registered for the opening session of the Medical Section of the American Life Convention here this week.

The address by Dr. J. R. Neal of the Abraham Lincoln Life, caused some lively discussion. Dr. W. G. Hutchinson, medical director of the American Life of Detroit, in discussing Dr. Neal's paper did not endorse his views that insurance companies should take an active stand against quackery. He also expressed the belief that insurance companies should not too greatly enlarge the scope of their participation in preventive medicine. He contended that this work more properly belongs to the public health official, and insurance's participation should be merely supplemental.

#### Danger in Aggressive Campaign

Concerning quackery and nostrums he pointed out that there was grave danger that the public would not look with favor upon an insurance campaign against them, since the people who patronize quacks and purchase nostrums do so in an honest belief that they will receive real benefit from doing so.

He further pointed out that such a campaign, to be really effective, of necessity would have to personally name the so-called quacks and the nostrums and stressed the liability of libel actions for heavy damages that probably would follow such step.

## SIoux CITY NOW WITHOUT INSURANCE HOME OFFICE

With the removal of the offices of the Conservative Life from Sioux City to Des Moines where the company has merged with the Des Moines Life & Annuity, Sioux City finds itself without a single home office of an insurance company. About 1898 the Cooperative Laboring Men's Life incorporated there and was taken over by the Merchants Life, then of Burlington, now of Des Moines. The Sioux Fire failed and the Equity Fire had a similar fate. The American Bonding & Casualty lasted five years and then failed disastrously. The Farmers Automobile had a short struggle and was sold to the Interstate Liability of Rock Rapids which later failed. The National Fidelity Life got a good start and moved to Kansas City.

#### Aetna Life in Big Campaign

The Aetna Life has set an objective of \$75,000,000 for an intensive two months campaign which started May 1, in honor of Vice-President Kendrick A. Luther's 30th anniversary with the company. Five divisions have been designated with a quota of \$15,000,000. These are: Greater New York, R. H. Keffler, captain; eastern states, O. B. Herrick, Syracuse, captain; southern states, G. H. Campbell, Little Rock, captain; central states, S. T. Whatley, Chicago, captain; western states, W. M. Hammond, Los Angeles, captain.

## TO CHICAGO BROKERS

We invite your attention—

## ANNUITY AT AGE 65

*Including Premium Waiver & Income Disability*

Age	Ann. Prem.
20	\$19.07
21	19.64
22	20.25
23	20.90
24	21.57
25	22.30
26	23.06
27	23.86
28	24.71
29	25.63
30	26.62
31	27.71
32	28.87
33	30.08
34	31.37
35	32.77
36	34.25
37	35.86
38	37.60
39	39.49
40	41.54
41	43.75
42	46.18
43	48.82
44	51.73
45	54.95
46	58.55
47	62.56
48	67.05
49	72.11
50	77.84
51	84.39
52	91.91
53	100.63
54	110.94
55	123.27

Provides death benefits of \$1,000 up to age 60 increasing annually thereafter to \$1,200 at age 65.

Matures at age 65 for \$1,200 cash or in lieu thereof an income of \$10 per month for life.

Disability provides for waiver of premium and payment of \$10 per month per \$1,000 to age 65, at which time life income from the annuity begins. Payments begin immediately upon proof of total and permanent disability. Total disability is assumed to be permanent after three months.

*Further information gladly furnished*

Harry W. Menold,  
General Agent—Chicago District

## FRANKLIN LIFE INSURANCE COMPANY

222 West Adams Street

Franklin 0824



*A Two Hundred Million Dollar Company*

ORGANIZED 1884

## PRACTICES ON DISABILITY INSURANCE

Address Before Medical Section of American Life Convention

BY DR. FRANK HARNDEN  
Medical Director Midland Mutual Life

ONE of the things that concerns the underwriter when considering the question of disability benefits to be included in a life insurance contract is whether the information at hand is complete and definite. It has been suggested from time to time that a blank with a uniform set of questions would be advantageous, but no blank has yet been devised that can compel the prospect to disclose the worries on his mind or a history that he may desire to keep secret.

There is a tendency sometimes among men of means and also among others not so affluent, to indulge more freely in some of the things that may be conducive to the development of degenerative diseases. In cases of men of large moneyed interests, an impending financial crisis may cause a so-called "nervous breakdown" resulting in a long vacation at the expense of the insurance company.

### Tuberculosis and Insanity Leading Causes

It would seem that one of the points to be particularly stressed is that of the original selection with reference to granting disability benefits. Strict underwriting in this regard with as liberal an attitude as possible toward claims may be considered the key-note of this situation. Of course it is a well-known fact that the two leading causes of disability still maintain their positions at the front. Tuberculosis and insanity together cause a majority of claims.

The third in order of importance in the matter of claims is said to be accident, although some companies feel otherwise. Of course, with the first two it is possible, if in possession of the facts, to make selection so that the losses may be reduced as much as they can be. However, with reference to accidental causes, it is impossible to do much by way of selection. There are many applicants acceptable for life insurance to whom the disability benefits must necessarily be denied.

### Some Agents Sell Disability, Throw in Life Insurance

Tuberculosis stands preeminent at the head of the list of causes of disability. We have very definite ideas concerning the relationship of light weight and tuberculous family history, particularly at the younger ages. We are constantly admonishing our agents to remember that fact and to be careful not to sell the disability as the chief commodity and incidentally throw in the life insurance. As facetious as this may sound, nevertheless it is frequently the case. The question of granting disability benefits to applicants in whose family history there appears one or more causes of death due to tuberculosis causes some concern. In a good many companies it is the rule to withhold these benefits except where the applicant has reached 40, when the family history is disregarded.

### Six Questions Presented to 29 Representative Companies

The following six questions were presented to 29 representative companies of different size throughout the country:

"1. Has there been to your knowledge any trend in the last few years toward a liberalization in underwriting the disability when the family history shows one or more cases of tuberculosis?"

"2. Do you feel that it would be wise, perhaps, to reduce the age limit after which the probable development of tuberculosis would be unlikely?"

"3. Do you think that only one case of tuberculosis in the family might be disregarded?"

"4. Are you disposed to be very conservative in your decisions as to whether the disability benefits are to be included in your policies?"

"5. Are you inclined to be liberal in the allowances of disability claims when made because of tuberculosis and the diagnosis is well established?"

"6. What is your attitude on including the disability benefits where the history shows one or more cases of insanity in the immediate family?"

### Little Trend Toward Liberalization Is Seen

There were only seven companies which felt that there has been any trend toward a liberalization with reference to underwriting these cases.

There were only four which felt that it might be wise to lower the age limit beyond which we might be able to disregard tuberculosis in the family history. None were doubtful on this point, while 16 were quite definite in the statement that the age limit should not be lowered.

Sixteen companies felt that one case of tuberculosis can be disregarded. Seven were not willing to do so, while five were undecided.

Concerning the question of conservatism in granting the disability clause, all the companies felt that the answer should be in the affirmative.

But one company from the whole group felt that they were not inclined to be liberal in the amount of disability claims, while all the rest felt they were.

### Companies' Practice on Insanity in Family

With reference to insanity, three companies refuse disability when there is even one case in the family history. Practically all the rest agree that one case can be disregarded. However, disability is not allowed when there are two or more cases of insanity.

The age at which the family history of tuberculosis is disregarded by these companies varies from 30 to 40. Seven at 30; two at 35; ten at 40; leaving ten undecided as to at just what age the family history may be set aside.

The further we go with this subject the more complicated it seems to become. Of course we know that standard insurance will show a wide range of fluctuation with reference to the incidence of disability and be more dangerous than that written within standard limits.

### Information from Examiners Is Often Sadly Lacking

Again it is often the case that information supplied by the examiners is sadly lacking. This happens frequently with our best men. Essentially they are clinicians and not underwriters. It is believed that an examiner does not get the insurance viewpoint unless he happens to be doing a large amount of such work and perhaps only when doing exclusively insurance examining. Often we get an absolutely clear report of examination when the records will disclose reasons apparently sufficient to cause the withholding of the disability benefits. Consequently we can not help but be on uncertain ground when we are choosing those who are and those who are not entitled to this clause in our policies. The effect of agency selection is to be thought of in this connection as well. It is about as important in this connection as it is with reference to mortality. We are often urged by an agent to include disability benefits in the case of a student because he comes from a fine family. Both the student and his father, also his mother and grandparents, have been upright and honest—apparently the "salt of the earth." The application may only be for



\$1,000, and anyway \$10 a month would not mean anything to a family of this kind. You will agree that underwriting based on such reasoning cannot help but be unsound.

#### Answers to Questions on Disability Practices

It is desired right here to include a summary of answers to seven questions concerning practices relating to disability benefits. In this group there were 60 companies from which answers were received. These questionnaires were sent out by the Life Presidents Association.

Question (1)—Does your application request information, in the event disability benefits are desired, regarding the amount of income accruing under other disability benefits, accident or health insurance in force and applied for?

Companies answering "yes," 37; "no," 23.

Thirty-four companies submitted applications, examination of which reveals that in 17 applications this question refers only to insurance in force and not to applications pending. In seven of the applications the question does not refer to commercial accident and health policies; in one application it does not refer to accident policies and in another application no reference is made to health insurance. In the 17 remaining applications, which refer to both insurance in force and pending applications, it required liberal construction of the questions in many cases to consider them as applying to accident and health insurance. Many companies do not specifically refer to the amount of disability benefits either as a part of life policies or in accident and health policies. One company has a special questionnaire for use when application is for \$250 or more of disability monthly income.

Question (2)—If not, do you contemplate making such an inquiry in future applications?

Companies answering "no" to (1) and "yes" to (2), 10; companies considering the question, 4; companies answering "no" to both (1) and (2), 9.

Two companies answering "yes" to (1) contemplate that their new question will refer more specifically to disability benefits in life policies. One of these companies will especially emphasize disability benefits represented by pending applications. One company will include inquiry regarding non-cancellable health and accident but not commercial health and accident.

#### Agents Somewhat Lax in Securing Details Desired

Some time ago the Midland Mutual Life altered its application blank so as to include a detailed statement of insurance in other companies, giving also the amount of income disability. This was in the hope that we would be aided in determining an adequate and just amount of disability to grant. We have found, however, that our agents are somewhat lax in securing the details desired. This may be because of indifference and unwillingness to ask such pointed questions of their prospects or it may be due to carelessness.

Question (3)—Does your application request information, in the event disability benefits are desired, regarding the amount of the applicant's earned income?

Companies answering "yes," 4; companies answering "no," 37; companies seeking information through agent's reports, 19.

Question (4)—If not, do you contemplate including such an inquiry in future applications?

Companies answering "no" to (3) and "yes" to (4), 6; companies seeking information through agent's reports answering "no" to (4), 15; companies considering, 7; companies not answering question, 4; companies considering supplemental inquiry for special cases, 1; companies answering "no" to (3) and (4), 22.

Question (5)—What proportion of earned income is used as the limit of

### INSURANCE GETS NO TAX RELIEF IN SENATE BILL

#### NO CHANGE MADE IN RATE

#### Reed's Effort to Abolish Exemption Not Allowed—Is Again Defeated in Committee

WASHINGTON, May 2.—Insurance companies will secure no relief from taxation under the revenue revision bill enacted this year if the measure as reported to the Senate this week is enacted, as it makes no change in the tax rate on insurance companies. The bill provides for a reduction in the general corporation tax rate of 1 percent, from 13½ to 12½ percent, which rate is now paid by insurance companies but makes no specific reference to those companies and they will accordingly continue to pay tax at the present rate.

While the rates in the bill were under consideration Senator Reed of Pennsylvania again made an effort to secure adoption of his amendment to deprive insurance companies of the present exemption or profits accruing from dealings in stocks, bonds and other securities, real estate etc., which was defeated by a vote of 10 to 6.

In addition to the reduction in the corporation tax rate, the bill provides for an increase from \$2,000 to \$3,000 in exemption to corporations, and revision downward of the surtaxes on individual income between \$18,000 and \$70,000, making the revision applicable to 1927 income on which taxes are payable this year, although refusing to extend the same privilege to corporations. The bill is to be taken up May 3, and probably will be passed by the Senate within a week or 10 days.

the amount of disability benefits you will grant to an individual?

Under 50% of monthly income, 1; 50%, 13; 50-60%, 2; 50-70%, 2; 50-75%, 3; 50-80%, 1; 50 to over 100%, 1; 60%, 6; 60-66⅔%, 1; 60-70%, 1; 60-80%, 1; 66⅔%, 6; 75%, 3; 80%, 4; companies having no fixed rule, 12; companies not answering, 3.

Companies having variable percentage generally give higher percentage of disability benefits to earned monthly income for those of lower income reducing the percentage as the income increases. Companies granting disability to women generally use reduced percentage of income as the limit for disability benefits.

Question (6)—Based upon the above limit, do you deduct the amount of income payable under accident and health policies and disability benefits in life policies existing and applied for, in determining the amount of disability benefits you will grant?

Companies having no fixed rule, 3; companies answering "yes," 41; companies answering "no," 5; companies answering "information not available," indicating purpose to consider if available, 4; companies not answering, 7. Total, 60.

Question (7)—What is the maximum amount of disability benefit you will grant?

Companies with maximum limit of \$100 per month, 1; \$150, 1; \$200, 1; \$250, 36; \$300, 1; \$500, 18; having no fixed rule, 1; not answering question, 1.

Of the foregoing, nine limit the disability to women to \$100 per month and some state that the limit is applicable only to self-supporting women. The majority of companies make no comment as to differentiation between men and women for disability. Ten companies grant waiver of premium benefits in excess of the limits of monthly income stated. One company limits the amount of income disability to \$150 up to age 45 and \$100 from 46 to 55.

[The remainder of Dr. Harnden's paper will be published in a later issue.]

### NYLIC INCENTIVES and AIDS TO SUCCESS

## New York Life Agents Paid for 927 Million Dollars

of NEW BUSINESS DURING  
THE YEAR 1927

¶ This is the largest total secured by Nylic Agents in any year in the Company's history, exceeding their record for 1926 by

**\$27,000,000**

¶ The Company's total insurance in force on December 31, 1927, was over Six and a Quarter Billions, viz.,

**\$6,285,800,000**

¶ In their service to the public, Nylic Agents continue to prosper and to forge ahead to greater achievements.

"Is it any wonder that, measured by usual standards, Nylic agents are industrious, persistent, satisfied and happy?"



New Home office Building  
now being erected on the site  
of the famous old Madison  
Square Garden

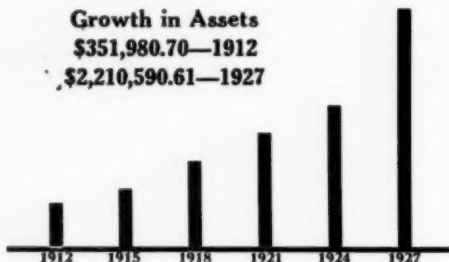
NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, President

346 BROADWAY, NEW YORK

The Wisconsin Life Insurance Company has paid dividends to its policyholders on the same scale faithfully for 18 years. During the past five years it has more than doubled its assets and in 1927 increased its total insurance in force by \$2,130,000.00.

**Growth in Assets**  
\$351,980.70—1912  
\$2,210,590.61—1927



Agencies are available in North Dakota, South Dakota, Kansas, Indiana, Michigan and Minnesota. Our contract provides for non-forfeitable renewals.

**The WISCONSIN LIFE**  
**INSURANCE COMPANY**  
MADISON, WISCONSIN

**N. J. FREY,**  
President

## Dynamic Detroit Life

Old enough to have established itself firmly among the most progressive life insurance organizations; yet young enough to maintain a personal interest in each of its agency men.

These facts mean much to you if you contemplate entering the profession of life insurance salesmanship or if you are seeking a new opportunity.

Desirable territories available in the State of Michigan.

## DETROIT LIFE

### INSURANCE COMPANY

"The Company of Service"

M. E. O'Brien, President

2210 Park Avenue

Detroit, Mich.

## BIG CHANGE IN STATUS OF MEDICAL EXAMINERS

(CONTINUED FROM PAGE 15)

aminations of prospects, should look after those already insured in their area, periodically inspecting them and offering advice free of charge when disease is discovered that needs treatment.

(3) The medical examiner might be useful to his company in following up rejected risks and furnishing information regarding their actual life span, so that such information could be filed in the company's archives.

### Now No Standardized Information

"There is no standardized information yet available regarding rejected risks," said Dr. Jack, "but it is only on mortality statistics that companies can in the future evaluate such risks. Persons who have been rejected on account of heart trouble, for instance, have been known to live long beyond normal life expectancy despite strains and stresses. Why? The point is: Was rejection justified by the event?"

"Companies might well keep a register of rejected risks and have a follow-up system for these individuals as far as possible. The insurance medical examiner could report on them at say intervals of five years and thus obtain information of value to scientific insurance as well as to the medical profession, the members of which would, I believe, co-operate on the grounds of progress in medical prognosis. An insurance medical examiner in good standing would have no difficulty in obtaining such information, which otherwise the insurance companies could not obtain. There would be no revealing of medical secrets as the general facts would be known to the insurance examiner from his first examination.

### Companies Would Be Gainers

"It might be thought that the cost of insurance medical examination and follow-up would be too high and prohibitive. I doubt this very much. In fact I think that the companies would be considerable gainers in the long run, because their preferred risks would be preferred risks, and their sub-standard business would be on a surer basis.

"Why should not insurance companies employ their own medical examiners in making periodic examinations and advising their own policyholders? These people will soon learn that it is a mutual advantage for insured risks to be kept alive as long as possible and presumably it will be the desire of the policyholders to cooperate enthusiastically."

### BOARD SEEKS TO REVAMP MICHIGAN TEACHERS' FUND

Complete revamping of one of Michigan's chief experiments with state insurance, the state teachers' retirement fund, is to be sought at the next legislative session, it was decided last week at a meeting of the retirement fund board in Ann Arbor. Tentative draft of a new law governing the fund has already been prepared by Dr. James Glover, University of Michigan mathematics professor, it was disclosed, and it was decided to ask the legislature to pass this measure, which it is believed will provide an "actuarially sound" basis for pensioning aged teachers.

The old retirement fund has run into trouble within recent months which has practically spelled its doom. It was first discovered that the 1927 legislature failed to pass a new act which had been prepared as a part of the educational code but had repealed the old law providing for the fund. This situation required several legal interpretations to determine whether or not the fund was still in effect and many teachers who never expected to benefit thereby refuse to make their contributions which had previously been compulsory. On top of this condition, it was found that annu-

ties were rapidly depleting the fund because of the fact that the original law provided for insufficient contributions to build up an adequate surplus. Heart-rending stories have been told of the hardships that a very temporary suspension of payments from the fund caused some of the veteran pedagogues who were dependent upon it. The entire tangle served as an excellent argument for genuine insurance rather than paternalistic panaceas and it is believed that many life agents made the most of the situation.

### Release Londergan on Bond

In the federal court at Dubuque, Ia., the trial of Ivan C. Londergan, former manager of the Medical Life of Waterloo, on a new indictment charging use of the mails to defraud, is not expected to take place until the December term. Londergan was released from jail Friday under \$8,000 bond on the new indictment which was returned after Federal Judge George C. Scott had dismissed the indictment upon which he was being tried. The old indictment upon which he was being tried charged him with having taken part in a fraudulent stock selling scheme in both the Medical Life and the Insurance Loan & Investment Company. It was upon the defense claim that the indictment was faulty in that it contained two charges in one count that it was quashed.

### Inter-Southern Life Record

The Inter-Southern Life announces that in March all previous records for a single month were broken when \$8,000,000 of insurance was written. The first quarter of the year showed a 40 percent increase over last year's first quarter and 376 percent gain over the first quarter of 1926, with a gain in business paid for of 49 percent over that of last year's first quarter, and 285 percent gain over the first quarter of 1926.

Insurance written in March represented 3,600 applications, more than 50 percent being accompanied by advance payment of premiums.

### Life Notes

The Midland National Life of Watertown, S. D., has been licensed in Colorado. G. W. Whiten has been appointed general agent of the Franklin Life at Oklahoma City.

George F. Baker, Jr., has been elected a trustee of the Mutual Life of New York to fill the vacancy caused by the death of Rodman Wanamaker.

The Sentinel Life has just completed a contract with W. H. Phipps of Sumner, Ia., who will represent the life and accident and health departments of the company.

A. W. Maxwell, former editor of the Carroll (Ia.) "Times," has become district agent for the Lincoln National Life for three counties, with headquarters at Carroll.

Leonard J. Killian, 51, special agent for the New York Life at La Crosse, Wis., for the past 30 years, died April 27 after a brief illness. He was president of the Security Bank of La Crosse.

Percy Logsdon, general agent for the New York Life at Evansville, Ind., and Democratic candidate for state representative from Vanderburgh county, is planning to attend the Democratic national convention at Houston, Tex., in June.

Charles Francis Collier, well known life insurance man of Sioux City, Ia., died last week. Mr. Collier had lived in Sioux City since 1910. In 1920 he became associated with the Equitable Life of New York, which company he was representing at the time of his death.

William Meub, general agent of the New England Mutual Life at Indianapolis, has moved his offices from the J. F. Wild building to larger quarters in the Consolidated building on the 14th floor. The Indiana agency is 71 years old and from 1885 to 1895 was in charge of D. F. Appel, now president of the company.

### Honor Grantges in May

The International Life has set May aside to give the agency organization an opportunity of paying tribute to W. F. Grantges, first vice-president and general manager.



## STRESSES IMPORTANT FUNCTIONS OF SCIENCE

(CONTINUED FROM PAGE 5)

changing experience in accidental deaths used by Mr. Kendrick to illustrate his definition of life insurance as a progressive science. He says, "It has only been a few years since the first automobile was seen on our highways; and today the entire population of Iowa could be taken for a ride at the same time in Iowa-owned automobiles, and in 1924 one-fourth of the deaths resulting from accident were caused by automobiles. Before life insurance companies can acquire an experience from deaths by automobile accidents they are confronted by a new problem—the effect of air transportation upon mortality. A similar changing picture is caused by the varying incidence of disease—influenza in cycles, tuberculosis, typhoid, small-pox, scarlet fever, steadily declining; cardio-vascular-renal diseases, diabetes and cancer as steadily increasing.

### Problem Defied Solution

"A health problem that so far has defied solution, and one that is of peculiar importance to life insurance, is the failure of all medical or sanitary efforts to favorably affect life expectancy at or beyond the most productive period, the middle age. Infant mortality and young adult mortality have shown the gratifying results of our improved social, medical and sanitary methods, but at and beyond middle age the inroads from the degenerative diseases, and cancer and diabetes more than cancel all the modern favorable advances. As you know, the newer American and Canadian Men's Tables approximate the older American Experience Table at about age 50, and no improvement is shown beyond that age.

### Experience of Life Presidents

"When the Association of Life Insurance Presidents was formed in 1906 there were 13 original members. Ten of these have since died. The average life experience of the 10 deceased was 5.6 years less than the normal life expectancy for their ages. It was interesting to compare this with the life experience and expectancy of the presidents of the United States, recently published in the Metropolitan Statistical Bulletin. When this experience is divided into two groups, the modern from the date of the Civil War to the present, and the ante-bellum period, it is seen that the life experience of the 15 presidents before Lincoln was 1.35 more than the normal, and the life experience of the 12 deceased presidents since Lincoln was 8.81 years less than the normal. Only one post-war president—Grover Cleveland—lived out his normal expectancy. These are small groups, but it is at least a straw to indicate the effect of our modern complicated strenuous life. Can you help to modify this tendency by prophylactic work among your policyholders? I especially commend the problem to you for the benefit of your own executive associates.

### Work Constantly Changing

"In your underwriting work the problem is constantly changing and enlarging. A great forward step has been made in the numerical method of rating, but only broad general principles and classes have been outlined. New methods will be found applicable and numerous refinements of class subdivision will be possible, providing more exact and more equitable charges for various impairments.

"The brokered or shopped case of considerable size, often with borderline or frankly substandard impairments, threatens to become a costly factor in life underwriting. The facilities for treating and offering these cases have become so extended during the past few years, especially through the highly competitive solicitation of reinsurance, that

some brokers openly boast that they can obtain coverage for any risk, no matter how seriously impaired, and at standard or small ratings. Recently there have been transcontinental trips in both directions from coast to coast by brokers endeavoring to place such risks, with a long string of impairments and previous rejections, or with obvious speculative features. Apparently if these men see enough companies and use enough argument and pressure they can obtain in varying amounts here and there a large aggregate coverage.

### Offer It for Reinsurance

"Some of the companies may not carry any liability themselves, but offer it all to their reinsurance connections, and these in turn offer small amounts in the spirit of competitive reinsurance service. If this tendency should extend, but I am sure it will not—it might prove a serious loss; and even worse than the monetary loss, bring a question into the minds of conservative business men as to the soundness of our selection. These cases unfortunately obtain a great deal of publicity, especially if an early death loss ensues, and if a dramatic climax, such as suicide, offers a news value story.

### Problem of Disability Clause

"The final point that I would mention is the serious problem presented by the newer disability clauses. It is a new field to most of us, especially when the new 90-day clause puts us practically in the health and accident business with a non-cancellable policy. The average life insurance company is not organized to underwrite, investigate and settle the questions involved in the new disability clause as is the health and accident company. This is another example of an intensely interesting, if difficult, problem demanding scientific knowledge and administrative ability, which you will solve as you have those of the past."

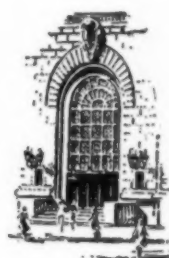
### E. A. Williams Made Instructor

ST. PAUL, May 2.—Once again the home office of the Equitable of New York has come to Minnesota for an educational instructor. This time it is E. A. Williams, district manager at Fergus Falls, directed by the W. W. Klingman branch here. Twice before the home office had called on Mr. Klingman for instructors and was so well pleased with them that it sent for another. Mr. Williams was recommended. He has been in the life insurance business four years, the last two and one-half years at Fergus Falls as district manager. He is succeeded there by Clif Kneeland of Rapid City, S. D. Joseph Nolan and Thomas Hickey were the other two Klingman men who became educational instructors out of the home office.

### Life Counsel Program Announced

Plans for the semi-annual meeting of the Association of Life Insurance Counsel, to be held at the Hotel Greenbrier, White Sulphur Springs, W. Va., May 25-26, are now being rounded out. Harry C. Bates, secretary, has announced the following program: "The Nature of an Annuity," John M. Avery, attorney, National Life; "Administrative Law and the Insurance Commissioner," John Barker, vice-president and general counsel, Berkshire Life; "Some Features of Quebec Life Insurance Law," J. Armitage Ewing, legal adviser, Sun Life of Canada; "Group Insurance, a Discussion of Some of the Recent Decisions," Arnold Hobbs, counsel, Northwestern National Life; "Does a Rebate Render the Policy Void?" Lewis A. Stebbins of the Chicago bar.

Business sessions will occupy the morning of each day. On Friday evening there will be a dinner at Kate's Mountain Club and on Saturday evening there will be a program at the hotel and prizes for the golf tournament will be awarded.



## New Disability Protection

The Company now issues waiver of premium only in addition to combinations of waiver with income payments.

Issued with life insurance in amounts up to \$300,000, it is an accommodation to those who have the limit in income payments and in instances where no disability is needed as in some trust agreement cases.

We can now meet every need and demand for life and disability insurance combined at the lowest obtainable rates.

For rate card and description of disability plans, address

**Connecticut General  
Life Insurance Company**  
Hartford, Conn.

## WANTED

Three (3) good agency organizers; one for each of the following named states: --- Iowa, Missouri and Kansas. Unless you can sell Life Insurance successfully and acquire agents, who can produce, do not apply. Company is located in the Middle West.

For further information address

**The National Underwriter,  
D-99**

**Chicago, Illinois**  
and give references.

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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C. M. CARTWRIGHT, Managing Editor  
HOWARD J. BURRIDGE, Associate Editor  
FRANK A. POST, Associate Editor

PUBLICATION OFFICE: Insurance Exchange, CHICAGO. Telephone Wabash 2704  
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5781, RALPH E. RICHMAN, Manager.  
E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE  
80 Maiden Lane, Tel. John 1032  
GEORGE A. WATSON, Associate Editor  
CHESTER C. NASH, JR., Associate Editor  
SOUTHEASTERN OFFICE—ATLANTA, GA.  
1517 Fourth National Bank Building  
W. J. SMYTH, Resident Manager

NORTHWESTERN OFFICE, DES MOINES  
313 Iowa Nat'l Bank Bldg., Tel. Market 3957  
J. M. DEMPSEY, Resident Manager

DETROIT OFFICE  
848 Book Building, Tel. Cadillac 0004  
O. M. KOENIG, Resident Manager

SAN FRANCISCO OFFICE:  
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### Overlooking Monthly Income Plan

J. ELLIOTT HALL, New York general agent of the PENN MUTUAL LIFE, in a talk before the NEW YORK CITY ASSOCIATION OF LIFE UNDERWRITERS, made some pungent observations on the great movement now sweeping the country on life insurance trusts. MR. HALL believes that the life companies and agents have rushed eagerly to the support of banks and trust companies and have discredited or at least have silenced their own facilities for looking after the proceeds of life insurance. He very frankly stated that if a man owns much property aside from life insurance he advises that it be trusted. MR. HALL took the position that in the midst of all this publicity, advertising, meetings, propaganda being carried on by the trust companies and the general shouting and flag raising for life insurance trusts the monthly income plan and its valuable assistance to life insurance policyholders may be overlooked. MR. HALL plainly states that the trust idea has been overlauded and over-emphasized.

There may be something in what he says. The life insurance trust, writing life insurance to care for inheritance taxes, programing of life insurance and other features of this sort that have come into being, have been taken up by field men and agency managers. Any new feature in life insurance that is worth while forms a new point of contact between the agent and the prospect. While comparatively few agents have written life insurance to cover inheritance taxes, yet any information that is given to a man about taxes finds a ready ear. He may in the final analysis not be much engrossed in inheritance

taxes. At the same time taxes are a bugbear and every man is willing to listen to someone who has knowledge to impart.

It is true, as MR. HALL points out, that the monthly income and other options of life insurance fill the bill with the vast majority of people who carry insurance. The life insurance companies can do for the multitude what should be done and can serve the beneficiaries to better advantage and at less expense than the trust companies. The trust companies have contributed materially to the life insurance cause through their very effective advertising. Life insurance men undoubtedly have learned much more about the function of trust companies, their machinery and their facilities.

As we see it, one of the benefits that has arisen from all this trust company publicity is the necessity for adopting some plan to conserve the proceeds of life insurance. When material sacrifice is made to provide protection for one's dependents, then the dependents should be safeguarded so far as these insurance proceeds are concerned. The monthly income policy was a big step forward as a means of taking care of the estate after it had been created.

Life insurance men by no means should forget or overlook the great boon to mankind that has been contributed by the monthly income policy. So far as the "ninety and nine" are concerned it will meet the bill. There are thousands and thousands of cases where life insurance companies can do far better service in caring for dependents than a trust company.

### Dangerous Measure Proposed

ONE of the most important issues ever presented to a legislative body is Senate Bill 3151 in Congress, which, if passed, would prohibit insurance companies or other corporations from transferring cases to the federal court if brought against them in states other than where a company is domiciled. It has been the practice in a number of instances where controversies arise between citizens of different states to take the case to a federal court. Insurance companies, and undoubtedly other corporations, have been greatly harassed by the prejudice of the state courts, largely due

to local influence and the political factors. The non-federal judges are elected by ballot. The federal judges are appointed. When, therefore, a federal judge sits on the bench he does not have to think of the tenure of his office being dependent on which way he decides cases. Insurance companies have always found the federal courts equitable. There have been very few times when criticism has been visited on a federal judge.

On the other hand, non-federal courts have been the subject of much condemnation for what seem to have been un-

just decisions. In order to gain favor for this bill, report is being spread abroad that it is opposed by the corporations because it is in the interest of the underdog. The federal courts are clogged with liquor cases of all kinds.

Yet some legislators in order to relieve the federal courts of thousands of minor liquor cases will imperil the course of justice by advocating a measure of this kind. It is hoped indeed that this bill will go down in defeat.

### PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Henry F. Tyrrell, legislative counsel for the Northwestern Mutual Life, and Mrs. Tyrrell have returned to Milwaukee after spending the winter at Asheville, N. C., where Mr. Tyrrell was recuperating from his illness. He returned to his desk in the home office May 1, feeling greatly recovered in health. He has had to be away from the office for six months. He feels fine now, he says, and back in shape. Mr. Tyrrell's associates and friends in the home office gave him an enthusiastic reception.

Mr. and Mrs. A. L. Saltzstein, Milwaukee, celebrated their 40th wedding anniversary at their home in Milwaukee April 29. Mr. Saltzstein is general agent at Milwaukee for New England Mutual Life. Congratulations were offered by life insurance men in the city to Mr. and Mrs. Saltzstein on the occasion.

George Ainslie, agent at Richmond, Va., for the Penn Mutual, and former mayor of the city, ran second in the recent three-cornered mayoralty race. He was mayor for 12 years and tried to stage a come back after being out of office for four years. He joined the Penn Mutual forces in Richmond two years ago.

Harry E. Moore, vice president of the Pacific Mutual Life, was called to Washington, D. C., by the serious illness of his 18-year old daughter, Shirley. Mrs. Moore was called east three weeks ago, when her daughter was first stricken. Latest information from Mr. Moore is to the effect that the condition of Miss Moore is still critical. Miss Moore, who is a graduate of the Marlborough School at Los Angeles, was visiting Washington at the time she was taken ill and now is confined in the Emergency Hospital there. She has been attending Pine Manor Schools at Wellesley, Mass.

James H. Topping of Chicago, veteran life insurance man of that city, and Mrs. Topping left Chicago this week for New York from which port they will sail May 12, on a six months' trip abroad. Mr. and Mrs. Topping expect to return about Thanksgiving time.

John R. Todd, 79, an agent of the Mutual Life in New Orleans, run down and killed by an automobile there, was active in Louisiana politics for 50 years. He participated in the famous riot which occurred when a group of white men invaded a meeting of the Negro legislature of Louisiana in 1868 and dispersed the members. He was also affiliated with the White League and took part in the battle which resulted in the overthrow of the metropolitan police, composed largely of Negroes, in 1874. He held various appointive and elective political offices and was one of the organizers of the Knights of Temperance.

Otis A. Hann of Chicago, well known to life insurance men, who conducted a life insurance special service for revising and transferring policies, died Tuesday of last week at Hot Springs, Ark. He was buried at Indianapolis Friday. Mrs. Hann, a son, Jack R. Hann, who was connected with him in business, and a daughter survive. Mr. Hann had not been in good health for some time but his fatal illness lasted but a few days.

Mr. Hann conducted his life insurance service under the name of the Otis Hann Company. He was president and



OTIS A. HANN

his son, Jack Roberts Hann, is vice-president. Mr. Hann died at the age of 56 after a short illness. He had been in life insurance since 1897. He was the originator of the system of conservation of life insurance which he put into effect. He had attained great success in conserving and reclaiming life insurance for a number of companies. He maintained a summer residence at Culver, Ind. He served with the 27th battery, Indiana Light Artillery, during General Mills' campaign in Porto Rico at the time of the Spanish-American War. Mrs. Hann is just completing a trip abroad and is now somewhere on the Pacific Ocean. A daughter, Mrs. E. C. MacDonald, lives at Winnetka, Ill.

David Barr, 87 years old, is dead at Sioux City, Ia. He had been manager of the Metropolitan Life in that city for 32 years. The encroachments of time forced him to retire from active service a few years ago, but he never relinquished his interest in insurance activities.

W. G. Preston, vice-president of the Bankers Reserve Life of Omaha, and Mrs. Preston have just returned from a three months' European tour. While across the water they visited England, France, Switzerland, Italy, Germany, Holland and Spain.

James S. Kemper of Chicago, president of the Lumbermens Mutual Casualty and head of a strong mutual syndicate, who has been a director of the United States Chamber of Commerce since the insurance department was established, will not be a candidate for reelection this year. P. W. A. Fitzsimmons, president of the Michigan Mutual Liability of Detroit, has been nominated to succeed Mr. Kemper. The other insurance director is President Harry A. Smith of the National Fire of Hartford. Mr. Kemper has given very faithful and intelligent service to the United States Chamber. Walton L. Crocker, president of the John Hancock Mutual Life, is a candidate for reelection from his section. There are no other insurance men on the ticket.

Lloyd B. Gettys, manager for the Mutual Life of New York in Sioux City, Ia., has been selected as chairman of the



newly organized insurance bureau of the Sioux City Chamber of Commerce. The bureau includes members of the chamber who are exclusively engaged in any line of insurance. Mr. Gettys has just received word that his sister, Miss Florence Gettys, has finished a successful season in grand opera in Rome, Italy, where her debut took place two years ago.

**A. A. Drew** of Chicago, general agent of the Mutual Benefit Life, is in Portland, Ore., visiting his brother. Mr. Drew has closed 25 years of service with the company.

The home of **Crawford H. Ellis**, president of the Pan-American Life, was destroyed by fire recently. The loss was estimated at about \$27,000. Mr. Ellis is planning to rebuild at an early date.

Mr. and Mrs. **J. E. Herring** of Birmingham are receiving congratulations on the birth of a son, Joe Caruthers. Mrs. Herring is supervisor for the Pan-American in the Birmingham district.

**Dr. F. L. Wells**, medical director of the Equitable Life of Iowa, is on an extended trip to the Pacific coast, visiting agencies in that territory, and will not return to Des Moines for two weeks.

A large delegation of life underwriters gathered in San Francisco last Friday to bid "bon voyage" to **Arthur S. Holman**, manager for the Travelers in San Francisco and president of the San Francisco Life Underwriters Association. Just prior to leaving the staff of the Travelers office presented him with a motion picture camera outfit. Accompanied by Mrs. Holman, he will spend the next three months touring the principal cities of Europe.

This month the field force of the Lincoln National Life is in a drive for business in honor of President **Arthur F. Hall**. Mr. Hall has been in Europe for about two months and is expected to return on or about June 1. The business written in May will be presented to him with the compliments of the field force at that time.

**E. C. Moran, Jr.**, of E. C. Moran & Co., general agents for the Sentinel Life in Maine, is the unopposed Democratic candidate for the governorship of the state.

**Charles F. Howell**, distinguished editor of the "Weekly Underwriter," who has had a long valuable service in insurance newspaper work, has undergone an operation at Roosevelt hospital in his city. Mr. Howell is now well along toward recovery, but will go to Connecticut when he is dismissed from the hospital to recuperate still further. Mr. Howell is a specialist in marine insurance news and is an authority on that subject.

#### LIFE AGENCY CHANGES

##### NEW PLAN FOR MINNESOTA

**Fidelity Mutual Life Announces Interesting Arrangements for Handling Its Business from Minneapolis**

The Fidelity Mutual Life has announced the appointment of **Thomas F. Guthrie**, **Frederick E. Rochester**, **C. Arthur Carlson** and **Donald K. Hudson**, as managers at Minneapolis and 52 counties in Minnesota.

These men, who for the last 10 to 18 years have been associated with the **William J. Keating** agency of the Equitable Life of New York, are all well known in Minneapolis insurance circles. They have taken over the management for the Fidelity Mutual on a

## Are You Walking Past The Door?

**"A Peddler Supplies a Demand; A Salesman Creates a Demand, and then Supplies It."**

In the current issue of the Emancipator, **Walter T. Shepard**, Vice President of The Lincoln National Life Insurance Co., says:

**H**AVE you ever walked past a prospect's door — hesitating whether to go in—we all have.

The reason for this is because of lack of confidence in yourself. The cause of this lack of confidence is founded on lack of knowledge of your business. A real life insurance man is the man who knows his business and whose very tone of voice proclaims "I believe in myself" and this gives him confidence.

Knowledge of one's business is one of the chief factors in building personality. It makes no difference whether you are six feet two or five feet two, manhood is not measured by inches but by brains and how they are used.

There are two factors which are vital in the building of a real company. These two factors are:

**Persistence of business.**  
**Average size policies.**

These two factors lie absolutely in the keeping of the Agency Organization because we select the prospects who later on become policyholders. It is in proportion to the degree of skill and the degree of judgment and good common sense the life underwriter uses in building up his list of prospects that he does his part in the upbuilding of The Lincoln National Life. Your

charge is an important one and how well you fulfill it is one of the most exacting tests to which your manhood can be put.

If you sell the right class of prospect you are going to select the man who will be persistent and you will be able to write the man whose needs call for the larger size policy.

The only reasons which prevent any one from building up these two things are **FEAR** and **TIMIDITY** in approaching this desirable class of prospect.

Fear arises because a man feels that if he calls on his prospect he might be left flatfooted or embarrassed because he could not handle the situation. Such lack of confidence is due solely because the agent knows he does not know his business. When he knows, he knows his business, it puts him in a position where he can go after the right class of prospect because he is able to cover his need with proper protection and he is not trying to peddle policies.

Did you ever stop to analyze the difference between a salesman and a peddler—a peddler simply supplies a demand which has previously been created—a salesman creates a demand and then supplies it.

In my experience I have noticed that the average salesman who fails

to make a sale always has the finest line of excuses as alibis you ever saw. That is usually conclusive proof that he is a peddler and not a salesman.

Regardless of claims and excuses, the real reason a sale is lost in 90 cases out of every hundred is because the other fellow was a better salesman. It was because he presented his proposition in a better manner. He canvassed the situation, sized up his prospect, his insurance needs, his capacity and simply beat you in the race for salesmanship.

It makes very little difference what his article, product or service may be, there come times when every salesman feels a trifle blue on account of the large number of buyers who say, "No." But right there is where real salesmanship begins. If replies were never made in the negative there would be little reason for maintaining an agency force. If every one said, "Yes," a two-cent letter would get the business. As a life underwriter, "No" is your best friend.

Are you progressing toward your ideals or are you **WALKING PAST THE DOOR?**

**KNOW WHERE YOU ARE GOING AND THEN GO.**

If you are walking past the Door of Opportunity, stop and think. Lincoln National sales aids, the Lincoln National Tool Kit of Popular Policies, and the stimulation of LNL have aided many men in walking through rather than by, the open door of Opportunity.

**LINK UP WITH THE LINCOLN**



**The Lincoln National Life Ins. Co.**

**"Its Name Indicates Its Character"**

**Lincoln Life Building**

**Fort Wayne, Indiana**

**More Than \$520,000,000 in Force**

# Results that Count

The

Company

of

Co-operation

Des Moines Life & Annuity Agents are daily increasing their business through the sales helps, prospect leads and whole-hearted co-operation of the Home Office. You too can borrow a "Co-operator" and gain its benefits.

**Interested?**  
**Write for openings!**

## Des Moines Life & Annuity Company

**J. J. Shambaugh, President**  
**DES MOINES, IOWA**

### HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

#### PROTECTS THE ENTIRE FAMILY

**POLICIES ARE ISSUED FROM BIRTH TO SIXTY YEARS NEXT BIRTHDAY**

*Home Life Agents are satisfied*

*A Home Life Contract brings prosperity and progress*

\* \* \* \* \*

*Home Life policyholders are satisfied*

*A Home Life policy brings peace of mind to the man  
who loves his family*

**INDEPENDENCE SQUARE PHILADELPHIA, PENNA.**

1851

1928

### BERKSHIRE LIFE INSURANCE CO.

Writes all forms of standard participating contracts. Our SERVICE to POLICYHOLDERS and our splendid spirit of cooperation between HOME OFFICE and FIELD FORCE are responsible for our great expansion. Territory open for connection with this fine old Massachusetts Company.

### BERKSHIRE LIFE INSURANCE CO.

Incorporated 1851

**PITTSFIELD, MASS. FRED H. RHODES, President**

Whatever you have to say to insurance men, you can do it more effectively through the advertising columns of The National Underwriter. One inch one column Want Ads are \$5.00 an insertion. Other rates on application.

**National Underwriter, Chicago**

copartnership basis. They will seek immediate development of the Fidelity business in Minneapolis and the Minnesota counties that come under their supervision.

Harper Owen, the former manager, has been forced to retire because of the pressure of his own personal affairs. He will, however, continue in the service of the Fidelity Mutual and is now under contract with the new partnership.

The Fidelity Mutual has been doing business in Minnesota for 30 years. Offices are also maintained in St. Paul and Duluth. The Minneapolis office has been enlarged and refurnished. It is located at 704-705-706 Andrus building. F. X. Benning is cashier.

#### PERRINE WITH PAN-AMERICAN

**Former General Insurance Man Made Supervisor for Company in Texas Panhandle**

Nat S. Perrine has been made supervisor of the panhandle territory in Texas for the Pan-American Life, with headquarters at Amarillo. Mr. Perrine goes to the Pan-American with a large amount of insurance experience, having been engaged for the past several years in the general insurance business in Clarendon. Realizing the possibilities existing in the life insurance business Mr. Perrine recently sold his general insurance business with the intention of devoting his entire time to developing a life, accident and health agency.

Mr. Perrine's career has been interesting. At the time the United States entered the World War, he enlisted as a private, served 14 months overseas, the greater portion of which time he was in action. When he received his discharge at the end of the war he bore the rank of captain.

#### PAUL R. GREEN IS PROMOTED

**Former Los Angeles General Agency Assistant of Aetna Life Heads Company's Salt Lake City Office**

Paul R. Green, assistant general agent of the Aetna Life at Los Angeles, has been appointed general agent at Salt Lake City. He succeeds E. C. Kahn, who has resigned to devote his entire time to personal production.

Mr. Green, a World War veteran, joined the Aetna organization at Pittsburgh, Pa., in 1922. Later in that year he transferred to the W. M. Hammond general agency at Los Angeles. In 1926 he was appointed agency supervisor at Los Angeles and shortly afterwards was made assistant general agent.

Since his association with the Aetna Life Mr. Green has been an outstanding figure among company producers. In 1925 he made his first entry into the \$250,000 class, advancing last year to the \$500,000 division.

#### HUBBARD GOES TO SUN LIFE

**Becomes State Manager in Connecticut, with Headquarters at New Haven**

Ralph K. Hubbard has been appointed manager for the Sun Life of Canada in Connecticut, in which state the company has just been licensed. State headquarters have been opened in the Union and New Haven Trust building in New Haven and Mr. Hubbard will develop the territory from there. Mr. Hubbard is a life underwriter of long experience, having been in the business for 40 years. He was for 26 years with the Provident Savings Life and for 12 years with Alfred M. Best Company. Two years ago he became vice-president of the Western Union Life of Spokane, having charge of the

New York office, which was an office of issue and cared for all home office details with the exception of investments.

This year the Sun Life purchased the Western Union Life and is now absorbing it, but as the Sun cannot operate in New York, Mr. Hubbard could not remain with the organization in the old post. The company immediately made application for license in Connecticut and gave this new territory to Mr. Hubbard. This adds to the extensive United States organization of the Sun Life, 32 completely equipped branch offices being operated in this country and one-third of the companies' funds being invested here.

#### W. F. Bray, A. C. Beale

W. F. Bray has been appointed agency manager at Bakersfield, Cal., of the Jefferson Standard Life, according to an announcement made by A. V. Mozingo, Pacific Coast superintendent of agencies, who also reports that A. C. Beale has been placed in charge of a new district office at Santa Barbara. Mr. Beale was formerly district manager for the Prudential Assurance in London, Eng., where he was located for 30 years. He has been engaged in general insurance at Santa Barbara during the past year. Mr. Bray has been established at Bakersfield in real estate and general insurance lines for the past 15 years.

#### F. A. Llewellyn

F. A. Llewellyn, who has been in the Chicago office of the Sun Life of Canada for some time, has been made agency assistant. He succeeds H. L. Jones, who has gone to the company's home office as assistant superintendent of the field service bureau. Mr. Jones left the home office for the Chicago office about a year ago and served as agency assistant under Manager D. J. Scott until last week.

#### B. J. Madden

B. J. Madden of Lebanon, Ky., has retired from the jewelry business in that city and accepted the position as general agent in central and eastern Kentucky for the Minnesota Mutual Life. His office will be at Lebanon. He was formerly a member of the firm of Madden & Newton, insurance agents, before entering the jewelry business.

#### J. E. Crockett & Co.

J. E. Crockett & Co. of Atlanta, Ga., have recently been appointed state agent in Georgia for the Bankers Reserve Life of Omaha. Mr. Crockett was formerly with the Metropolitan Life, where he made an enviable record as a producer.

#### Eliel & Loeb Co.

The Eliel & Loeb Company of Chicago, well known fire and casualty local agents, have taken an agency of the Penn Mutual Life and will clear through the Stumes & Loeb general agency in that city. The Eliel & Loeb organization comprises a number of active solicitors and it is expected that a fine life insurance business will be secured.

Cecil E. Hamilton, who has been closely identified with life insurance for a number of years, takes charge of the life insurance department.

#### Page & Ledbetter

The Bankers Reserve Life of Omaha announces the appointment of Carl S. Ledbetter as general agent for southern Louisiana. The agency will be continued under the name of Page & Ledbetter. J. E. Bellande, a life underwriter of many years experience, will be in charge of the life department, devoting

#### M. & H. J. Feitelberg

The Judea Life announces the appointment of Morris & Henry J. Feitelberg of Fall River, Mass., as general agents for southeastern Massachusetts. Morris Feitelberg is a member of the Fall River planning board and has been in



the insurance business in Fall River for the past 15 years as a local agent and broker.

#### John H. Green

John H. Green, formerly Arkansas state manager for the Jefferson Standard Life, has been appointed to a similar position with the Reliance Life of Pittsburgh. Mr. Green is designated as supervisor of agencies for Arkansas.

#### Crites & Markham

The Columbian National Life has appointed Crites & Markham general agents for Seattle, Wash., and adjacent territory.

#### W. B. Stannard

Wilmer M. Hammond, general agent at Los Angeles of the Aetna Life, has

announced the appointment of William B. Stannard as agency supervisor. He has been representing the company at Bakersfield, in which territory he has made an exceptionally fine record.

#### P. G. Dennis

P. G. Dennis, former district agent for the Connecticut General Life, has been appointed general agent for the Bankers Reserve Life for southeastern Nebraska, with headquarters at Lincoln.

#### H. E. Toson

Harold E. Toson, who has operated the Toson travel bureau in Des Moines for two years, has been appointed manager for Iowa for the North American Life of Chicago. Offices will be maintained at 212 Iowa Building, Des Moines.

Wendt, who formerly was one of the general agents for the Equitable Life of Iowa, joined him two months ago and has since devoted his attention to the development of a full-time agency. There were a number of out-of-town guests, both with the Berkshire and in other fields.

#### Salaried Agents Give Dinner

The salaried agents of the R. H. Keffer agency of the Aetna Life in New York, who are being put in the field by Mr. Keffer to test the comparative merits of the commission and salary plan, gave a dinner Wednesday evening at which Mr. Keffer and R. L. Place, assistant supervisor of agents from the home office, were present. Quotas for the Luther drive were assigned at this conference.

#### New Massachusetts Actuary

Gardiner Russell of Boston, a member of the examining force of the Massachusetts insurance department for the past year, has been appointed assistant to Actuary Arthur B. Lines of the department. He succeeds Russell O. Hooker, who resigned Jan. 1 to go to the New York department and who has more recently become actuary of the Connecticut department. Mr. Knight is a graduate of Harvard and for two years was associated with the savings bank life insurance department in Massachusetts.

#### Honor Moss at Cleveland

An all-day conference was held by the Cleveland office of the Equitable Life of New York in honor of Herman Moss, general agent, who has been connected with the company for 30 years. The celebration came at the conclusion of a 30-day drive in which the Cleveland office accounted for \$3,040,000 of business. It included \$2,060,000 of forwarded business on 338 lives and \$980,000 in group insurance.

Emmet J. Murphy and Charles E. Thayer of the group department at the home office were present for the educational conference. At the banquet Ralph B. Hunter, dean of the Cleveland agency, was toastmaster. Among the speakers were Mr. M. Duff, president of the Edward A. Woods agency of Pittsburgh, and Carl M. Updegraff of the Cleveland agency, who extended greetings to Mr. Moss. Franklin T. Jones was declared honor agent for the testimonial period.

#### Taggart to Conduct Round Table

In order to bring closer together the insurance agents of Pennsylvania and Insurance Commissioner Taggart, the program committee of the Pennsylvania Federation's Insurance Days, at New Castle May 28-29 has invited Commissioner Taggart to conduct a "commissioner's round table."

The round table will be conducted at the "Dutch breakfast" the morning of May 29. A question box has been installed and all agents having questions they would like to have discussed by Colonel Taggart have been asked to mail them to the general chairman, J. C. Williams, of Williams-Cleveland Company, New Castle. On the morning of the round table, the questions will be opened by a committee which will determine which ones are to be presented to Mr. Taggart for discussion.

#### Read Wants Department Actuary

The establishment of an actuarial department, with insurance rate experts to compile statistics for fighting increases in rates, is one of the crying needs of the Oklahoma insurance department, according to Jesse G. Read, commissioner. He says the department should have these figures available at all times and especially when requests are received for rate increases or decreases. When companies apply for an increase, they are equipped with statistics and reports of expert actuaries and he thinks the department should be armed with its own statistics to guide its officials. Mr. Read said that in his

annual report he will recommend that the next legislature establish such a department.

#### Toledo Travelers Meeting

About 25 agents from Akron and northern Ohio for the Toledo Travelers Life gathered at the Akron office for a regional conference. H. E. Crain, local manager, had charge of the meeting. O. C. Norton and J. J. O'Neill from the home office were present.

#### Morey in New Office

John G. Morey, formerly manager for the Phoenix Mutual Life in Detroit, who has become manager of the Guardian Life in that city, has taken new offices in the Eaton Tower, which were opened Tuesday. Howard B. Salot, the former manager of the Guardian, will hereafter give his attention to personal work.

#### Has Record Ten Days

In a ten-day drive in honor of President Parkinson of the Equitable Life of New York, the Philadelphia agency under T. A. Griffiths wrote nearly 400 applications for a total of \$1,766,000. This huge 10 day total was amassed despite the illness of Manager Griffiths, who was unable to be about during the entire period. This also set a new record for monthly production for this agency.

#### Eastern Notes

J. Elliot Hall, New York general agent for the Penn Mutual Life, is in Little Rock, Ark., this week, attending the general agency conference of his company.

James P. Graham, Jr., Brooklyn general agent for the Aetna Life, gave an agency luncheon at the Chamber of Commerce Monday noon to launch the two months' drive in honor of Vice-President K. A. Luther.

### MISSISSIPPI VALLEY

#### ELLSWORTH WINS HIS CASE

#### Former Agent of Peoples Life of Indiana Receives Favorable Decision in Supreme Court

The Illinois Supreme Court has denied a petition for a writ of certiorari for a review of the case of the Peoples Life of Indiana which was ordered by the Winnebago County Circuit Court to pay \$4,000 to A. L. Ellsworth. The Peoples Life was charged with malicious prosecution and false imprisonment by Mr. Ellsworth. He became connected with the company February, 1925. He was located at Rockford, Ill. Two months later the state manager visited Rockford, took Mr. Ellsworth's books out of his office and ordered his arrest on charge of embezzlement. The grand jury indicted Mr. Ellsworth. He was tried in January the following year. He claimed that he had spent the money as the company directed. The jury found him not guilty. After his acquittal he sued the Peoples Life and was awarded \$4,000 damages. The company carried the case to the appellate court, which sustained the verdict of the circuit court.

#### FINISH NEBRASKA PROGRAM

#### Biggest Gathering of Insurance Men Ever Held Is Expected at Lincoln on May 18

The program for Nebraska Insurance Day, to be held at Lincoln May 18, has been completed, and the committees in charge look for the largest gathering of insurance men in all lines that has ever been held in the state. A special train is being run from Omaha, and cooperating with the Lincoln Chamber of Commerce subdivision are the Insurance Federation of Nebraska, Nebraska As-

## EASTERN STATES ACTIVITIES

### NEW YORK BUSINESS BOOMS

#### April Saw Average Increase in Life Business Estimated at 50 Percent

NEW YORK, May 3.—Again in April New York life insurance offices enjoyed a record prosperity, new business pouring into the offices, new and old, in unprecedented volume. While it is impossible to estimate the total business in the city from all sources, it would almost seem safe to venture the assertion that April business city-wide was at least 50 percent over April of 1927, if not more. This does not mean, of course, that the average agency increase was 50 percent, for there are at least a dozen new general agencies operating this year that were not in operation in 1927 and several of these have sprung into the million dollar class. Of the older agencies, however, there were some increases of such proportions as to bear out this assertion. Several showed gains of 100 percent and practically all offices showed a gain of some nature.

The Ives & Myrick general agency of the Mutual Life of New York, following a record March in which its total of \$5,466,562 set a new agency mark, showed an increase of 30 percent in April, as compared with the same month of 1927. The April total was \$3,933,000.

Beers & DeLong, general agents for the Mutual Benefit Life, report a 50 percent increase, the April total of \$3,100,000 comparing with \$2,236,000 last year. Over in Brooklyn, James P. Graham, Jr., general agent for the Aetna Life, enjoyed a 100 percent increase, having another \$1,000,000 month.

Keane & Patterson, general agents for the Massachusetts Mutual Life, paid for \$1,501,000, which is an increase of 50 percent over the 1927 April.

Wells, Meissel & Peyser, National Life of Vermont, report just under \$1,000,000 and this a clear gain, the agency being opened since the first of the year.

J. Elliot Hall, general agent for the Penn Mutual Life, paid for \$3,339,925 in April, the third largest month it has had and a gain of about 23 percent over last April. The agency gain for the year thus far is over \$1,725,000.

Frank Pennell, general agent for the State Mutual Life, just doubled last April's business, his being one of the agencies showing a 100 percent gain.

Peter M. Fraser, general agent for the Connecticut Mutual, reports that his agency passed last April, which was a record for all time in his office, and the increase on 1928 business thus far is 40 percent.

#### ARRANGES FOR SERIES OF RADIO MESSAGES

H. B. Underwood, one of the agents of the Equitable Life of Iowa at Buf-

falo, N. Y., working under Agency Manager Raymond G. Gregory, sold the program manager of Radio Station WKVW in that city a policy. As a result of the service rendered by Mr. Underwood to Manager Downer, the former was asked if he would broadcast a series of weekly talks on life insurance. Therefore, beginning May 3 at 7:45 p. m., Mr. Underwood started his broadcasting program of 15 minute talks. Mr. Underwood started in the life insurance business Sept. 15, 1927, and by Dec. 31 had qualified for the agents' convention to be held July 11-12 at Montreal. He is building his talks around the idea that life insurance should be purchased to fit specific needs.

#### Would Wind Up Cosmopolitan Life

Recommendation was made last week by officials of the Michigan insurance department that a receiver be appointed immediately to close up the affairs of the Cosmopolitan Life of Detroit. L. J. Treanor, chief examiner, and Ralph M. Wade, second deputy commissioner, signed the report which showed that \$10,328 had been realized by promoters through sale of stock, while there are still assets in the way of banked cash amounting to \$3,800.

Officers of the company were: F. R. Reich, president; R. L. Prentice, vice-president; G. Friewald, secretary; C. H. Mooney, treasurer. Mr. Reich claimed to have made contributions from his private funds toward the organization efforts but no definite record of such contributions could be found by the examiners, they said.

It is considered probable that Commissioner Livingston will be appointed receiver for the company.

#### Manning Ends Field Tour

H. W. Manning, superintendent of agents of the Home Life of New York, has returned to his office after a two-week absence on a field trip. He returned via Toronto, his former home, and completed the removal of his effects to New York.

#### Langmuir at Grand Rapids

Members of the Grand Rapids, Mich., agency of the New York Life gave a dinner during the past week honoring Vice-president Charles H. Langmuir. A general sales meeting of the company's agents was in charge of Mr. Langmuir.

#### General Agents Dine Staff

NEW YORK, May 3.—Robert A. Van Alst, Jr., and Paul R. Wendt, who recently joined the Van Alst & Wendt agency of the Berkshire Life in New York, gave a dinner to their agency force Monday evening. This was a general get-together of agents and friends of the two general agents. Mr. Van Alst has been general agent, and Mr.

## LIBERTY LIFE

**Life - - Accident - - Health**  
**Participating - Non-Participating**

A prompt inquiry by return mail expressing your desires or ambition will bring information that will enable you to cash in on your ability and experience on a profitable basis NOW—not SOMETIME.

**A complete program of service for AGENTS, POLICY-HOLDERS and PROSPECTS**

Field Supervisor wanted for West Coast States.

General Agent wanted to fill vacancy and assume charge of San Francisco office at once.

General Agency opening in Omaha, Kansas City and St. Louis.

Real opportunities worth while  
IF—your references and qualifications are satisfactory.

Replies strictly confidential

## The LIBERTY LIFE INSURANCE COMPANY

Topeka, Kansas

CHARLES A. MOORE, PRESIDENT  
F. A. Ferguson, Agency Vice President

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

**Our Agents Have**

**A Wider Field—**

**An Increased Opportunity**

**Because we have**

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

**THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO**

B. R. NUESKE, President

## ARE YOU READY FOR ADVANCEMENT?

HAVE YOU LOOKED FORWARD TO THE TIME WHEN YOU WOULD OWN YOUR OWN BUSINESS? HAVE YOU HAD THE AMBITION TO DO LARGER THINGS? WHY NOT CAPITALIZE YOUR ABILITY AND EXPERIENCE TO YOUR OWN ADVANCEMENT? BUILD YOUR OWN GENERAL AGENCY IN YOUR OWN CITY WHERE YOU ARE KNOWN. WHY NOT HAVE THE LARGER COMMISSIONS AND LONGER RENEWALS AND OVERWRITING COMMISSIONS ON THE PRODUCTION OF MEN YOU APPOINT.

WE HAVE SPLENDID GENERAL AGENCY OPENINGS IN MICHIGAN, ILLINOIS, OHIO, IOWA, MISSOURI, PENNSYLVANIA AND NEW JERSEY. IF WE HAVE NO AGENCY IN YOUR VICINITY, WRITE TO US.

**WE OFFER YOU VERY DISTINCT ADVANTAGES**

Splendid General Agency Contract, long term renewals.

All standard forms of policies, both participating and non-participating.

Liberal disability benefits.

Guaranteed Premium Reduction Coupons, beginning at end of first year, with further cash dividends each year after the second, making very low net cost.

Confidential communication is invited if you have a clean record and the ability to write insurance yourself and to develop a General Agency. You know your own ability and your own limitations. Can you measure up? Can you make this the turning point in your life, the door to the larger opportunity and larger income of which you have dreamed?

**GIRARD LIFE INSURANCE COMPANY**

Opposite Independence Hall  
PHILADELPHIA, PA.

sociation of Insurance Agents, Omaha Life Underwriters, Nebraska Association of Mutual Insurance Companies, Blue Goose, Lincoln Life Underwriters, Omaha General Agents & Managers Association and Omaha Insurance Agents Association. The program follows:

"Welcome to city, by Mayor Verne Hedge.

"How Nebraska Insurance Department Can Help Agents," J. R. Dumont, state insurance commissioner.

"Insurance Day, Its Significance and Value," Frank M. Chandler, Chicago, chairman national insurance day committee.

"Is Government Fitted to Handle Insurance?" Henry Swift Ives, Chicago, vice-president Casualty Information Clearing House.

"Insurance Taxation," H. P. Janisch, Chicago, general manager American Mutual Alliance.

"Fire Insurance and Economic Aspect of Fire Waste," C. J. Doyle, assistant counsel National Board of Fire Underwriters.

"Life Insurance," Claris Adams, St. Louis, general counsel American Life Convention.

The program closes with a banquet in the evening at which Frank T. B. Martin, president Insurance Federation of America, will preside, and at which the main speaker will be James Victor Barry, vice-president Metropolitan Life.

### BUSINESS MEN'S ASSURANCE CONDUCTS SALES SCHOOL

E. J. Montague, supervisor of the Kansas City territory for the Business Men's Assurance, is conducting a 10 weeks' school of salesmanship, which concludes June 25. The course is given without tuition to business and professional men by the Business Men's Assurance. W. T. Grant, president of the B. M. A., is offering the course to sales executives and ambitious young men of Kansas City as an expression of appreciation for the loyalty of Kansas Cityans to the Business Men's Assurance. The classes will be held each Monday evening, with two lessons at each session.

Mr. Grant will speak on "A Young Man's Opportunity." Other speakers are E. J. Montague, A. W. Hogue, vice-president of the B. M. A.; J. C. Higdon, actuary and manager of the life department; C. W. Rogers, director of field service, and Ray Lloyd, division manager of the Sheldon School of Salesmanship.

### Vermillion's Men Hold Convention

The annual convention of the Milwaukee and upper Michigan agency field club of the Mutual Life of New York was held in Milwaukee recently. This agency is in charge of Manager Gifford T. Vermillion. Among the speakers were Agency Organizer Walter E. Rigg, R. F. Altenhofen, instructor of city agencies; Cashier Harry A. Pierce, Medical Referee O. E. Lademan, Bradlee Van Brunt, Edna C. Crosby, District Manager Fred F. Frusher, Roy Barnes, R. E. Caves, P. G. Gibson, Gustave Keller, R. F. Zimdars, District Manager L. E. Pennewell, District Manager R. K. Overton, District Manager A. M. Hulburt and Manager Vermillion.

### Keeley's Team Wins Contest

Robert E. Keeley's team won the baseball contest conducted in April in the Darby A. Day general agency of the Union Central Life in Chicago, easily running away with the series. Rating was done on the day-to-day basis, as is rating in the baseball leagues, and the Keeley team outthrew and outfielded all its competitors. April production in the Day agency, advance figures show, was about \$1,400,000.

### John Gordon in New Quarters

John Gordon, Chicago manager of the Home Life, has moved into his new quarters at 1345 State Bank building, which was recently opened. James A.

Fulton, vice-president and agency director, and Dr. C. F. S. Whitney, medical director, were in the city when Mr. Gordon took over his new offices.

Mr. Gordon, who is new in the Chicago field, whence he arrived from New York, has made a splendid production showing, consistently increasing his production each month. In January, 1928, his production was \$280,000; in February, \$310,000; in March, \$330,000, and in April, \$756,000.

### Attend General Agents' Meeting

Alexander E. Patterson and Arthur Loeb of Stumes & Loeb, both Chicago general agents of the Penn Mutual Life, left Chicago last Sunday for the company's general agents' convention at Hot Springs, Ark., May 1-4. Mr. Patterson will return to Chicago from "the Springs" in time to direct the removal of his offices from 134 South La Salle street to the State Bank of Chicago building. The formal opening of the new offices is scheduled for May 7.

Mr. Patterson was appointed a Penn Mutual general agent only recently. One of his first tasks in his new connection was to enlarge the agency staff. He already has contracted with 10 full-time agents and has appointed two agency supervisors. He will add more men to the agency staff soon after he opens offices in the new location.

### Test Case on University Group

The test suit involving the authority of regents of the University of Minnesota to take out group insurance for university employees will be argued in the state supreme court June 7. The regents won their case in the lower court although only a \$50 insurance item was involved. If the regents are upheld in the supreme court they propose to carry group insurance for all faculty members and other employees who desire to participate in it.

### National Fidelity at Sioux City

Emery H. Gustine was introduced as new branch manager of the National Fidelity Life at Sioux City, Ia., at a dinner last week for members of the agency staff, attended by 100 representatives, business men, bankers and general agents from Des Moines, Fort Dodge, St. Ansgar, Rock Rapids and Soldier. President Ralph H. Rice, a former Sioux City resident, was principal speaker. The company was organized but it transferred its headquarters from Sioux City to Kansas City a few years ago.

### Williams With Bankers Reserve

N. H. Williams, formerly supervisor of agencies for the Fidelity Mutual Life, has been appointed supervisor of agencies for the Bankers Reserve Life of Omaha in charge of the central division, embracing Illinois, Indiana and Michigan. Mr. Williams brings to the company many years of sales experience. An intensive development campaign is planned under his direction in that territory.

### Agency Writes Large Amount

The life department of R. B. Jones & Sons of Kansas City, Mo., wrote \$2,500,000 of life insurance in March and April, the largest part having been written by Kenneth Snyder, Cliff Jones and Wiley Pendleton. The goal of the department for the first year dating from Sept. 15, 1927, is \$5,000,000, of which close to \$4,000,000 has been written and paid for to date. The agency has a contract with the Travelers.

### Provident Life Meetings

Regional meetings of agents of the Provident Life of Bismarck, N. D., have been held recently at Mobridge, S. D., Minot, N. D., and Dickinson, N. D. F. L. Conklin, secretary and general manager of the company; C. C. Hoskins, in charge of agencies, and W. O. Hoogstraet, field supervisor, all of Bis-



mark, are attending the regional meetings, which include business sessions, a banquet and a theatre party.

At Mobridge 35 agents attended, while at Minot there were more than 60 agents in attendance.

The meetings are held to stimulate activity among the company's agents and to make plans for the year.

#### Travelers Fargo Meeting

D. J. Bloxham, supervisor of the agency field service for the Travelers, was the principal speaker at the two-day meeting of North Dakota agents held in Fargo, April 26-27, and attended by 40 agents. Mr. Bloxham spoke on "The Significance of Our Job." A. T. Lynner of Fargo is state manager.

#### Big Sales Meeting Planned

MINNEAPOLIS, May 2.—From advance reports the fourth annual sales institute conducted by the Life Underwriters Association of Minneapolis will set a record in enrollment.

Due to the fact that no simultaneous institute will be held in St. Paul this

year as in the past, a large attendance from that city is counted on. In addition the country agents who in the past split between the two cities will all come to Minneapolis this year.

The institute will be held May 16-17 at the Nicollet hotel. Speakers include Judge Charles J. Orbison, Rev. M. H. Lichtner, Tressler W. Callihan, Nathaniel Seefurth, Mrs. D. H. Ward, Darby A. Day, Dr. L. G. Sykes and Frank See.

#### Managers' Meeting Held in Chicago

Twenty-three regional managers of the Fidelity Mutual Life from Illinois, Ohio, Missouri, Kansas, Michigan and Minnesota met in conference in Chicago on Monday and Tuesday of this week. The meeting was one of a series of managers' conferences each year. The regional Managers' and Leaders' club convention is held in the fall and is scheduled for Hot Springs, Va., this year. Present from the home office at the Chicago meeting were Frank H. Sykes, vice-president, J. R. Sykes, comptroller, and Dr. C. A. Van Dervoort, assistant medical director.

## IN THE SOUTH AND SOUTHWEST

### NEW BIRMINGHAM COMPANY

**American Reserve Life Is a Million Dollar Institution About Ready to Begin Business**

BIRMINGHAM, ALA., May 3.—Alabama will soon have another million dollar life company doing business in this and adjacent states, judging by the recent announcement of Thomas W. Wert of Decatur, Ala., president of the newly organized American Reserve Life of Birmingham.

This life company will begin business with a capital of \$1,000,000 and a surplus of similar amount.

Although the policy of this new company will be to concentrate on Alabama business, an early attempt will be made to expand into neighboring states and, before 10 months are passed, to be writing in as many different states, officials declare.

Besides President Wert, other officers of the American Reserve Life are Gen. R. E. Steiner, Montgomery; C. B. Verner, Tuscaloosa; W. C. Black, Troy, and J. H. Loveman, Birmingham, vice-presidents; J. C. Shepherd, of Berry, treasurer; McAllen Farris, secretary; Dr. E. M. Mason, medical director; Dr. William L. Cowles, associate medical director; Judge Hugh H. Locke, general counsel, and John A. Copeland, actuary. These last named men are residents of Birmingham.

Judge Wert, the newly elected president, has served two terms as circuit court judge at Decatur, Ala., and has been practicing law for 27 years.

Gen. Steiner, vice-president, is widely known in financial circles of Alabama. C. B. Verner, another vice-president, is an executive of the Merchants Bank & Trust Company, of Tuscaloosa.

W. C. Black is associated with the Henderson-Black Company of Troy, Ala., and J. H. Loveman is part owner of Loveman & Joseph Loeb, one of Birmingham's largest department stores.

Thirty directors, including men from virtually all sections of the state, have been selected.

No date has yet been set for the commencing business, but officials predict that this will not be long. Funds of the company will be invested in Alabama securities, it was said.

#### American Southern Enters Texas

License to do business in Texas was granted this week to the American Southern Life of Lake Charles, La. Capital stock was given as \$5,858, with no surplus. W. H. Stark of Orange, Tex., is president of the company.

### APPROVE TEXAS PUBLICITY

**Thirteen Companies in Move to Advertise in State Publications for Three Years**

DALLAS, TEX., May 2.—An announcement has been made that the life insurance companies of Texas have approved a three-year cooperative advertising campaign. Daily newspapers in the key cities of the state will be used for the advertising, coupled with two farm journals and a trade paper. Companies that will join in the campaign are the Alamo Life, San Antonio; American Life, Dallas; Amicable Life, Waco; American Provident Life, Houston; Great National Life, Dallas; Harvester Life, Dallas; National Security Life, Wichita Falls; San Jacinto Life, Beaumont; Seaboard Life, Houston; Southern Union Life, Fort Worth; Southland Life, Dallas; Texas Life, Waco, and United Fidelity Life, Dallas.

#### Supervisory Committee Named

Harry L. Seay, president of the Southland Life; Graham Dowdell, president of the Alamo Life; John D. Mayfield, president of the Texas Life; Tom Poyner, vice-president of the Southern Union Life, and A. C. Bigger, president of the American Life, have been appointed a committee to supervise the campaign. Mr. Bigger will act as treasurer. Lorry Jacobs, director of public relations for the Southland Life, has been appointed as ex-officio and working member of the committee.

Plans have already been made to broadcast a health talk over 12 radio stations in Texas. Announcement will be made in these talks at the opening of the campaign. It is likely that the health talks will be continued under the auspices of the Texas companies every month.

It is planned to tell the story of life insurance in general and Texas life insurance in particular in the advertisements. Combined with this will be advertisements designed to show the people of Texas the seriousness of lapsing policies. Other advertisements will be planned for the purpose of increasing the standards of life insurance agents in general. Some of the companies not included in the campaign at the present time have signified their intention of joining the beginning of next year.

The contributions to the campaign are based on percentages of premium income with a minimum for the smaller companies.

It is likely that the campaign will be

# You Ought to Know

that the Kansas Life has a Modified Premium Policy designed especially to meet the particular needs of the young fellow entering upon a business career. The Policy is written on the basis of not less than \$2,500 and the rate on this at the age of 25 is \$37.50.

Another of the many reasons why a connection with this company is an advantage.

## KANSAS LIFE INSURANCE COMPANY

of TOPEKA KANSAS.

Agency Openings in  
Kansas  
Oklahoma  
Nebraska  
Texas  
Arkansas  
South Dakota  
Iowa

Write today  
Kansas Life Insurance  
Company of Topeka  
Topeka, Kansas

## UP TO DATE 1928 OPPORTUNITIES FOR THE RIGHT MAN

1. Ordinary Life 6000 Special Contract.
2. Personal Life Monthly Income for rejected risks.
3. The best and most liberal sub-standard facilities.
4. Children's policies for Educational purposes from Age 1 day to 10 years.
5. Total and Permanent Disability Clauses.
6. Double Indemnity clauses, paying double the face of policy in case of accidental death.

These and many other new and unique features make "The Columbia" attractive to men.

Address: S. M. CROSS, President

COLUMBIA LIFE

INSURANCE COMPANY

Cincinnati, Ohio

# 85 Years of Life Insurance Ideals and Service !

An ideal became a reality when, on February 1st, 1843, "THE MUTUAL LIFE OF NEW YORK" issued its first policy. The business of life insurance on the mutual plan started in America then and there.

Priority in its field is not the Company's claim to greatness—age in itself is no great distinction. THE MUTUAL LIFE began with high ideals of business conduct, which still prevail. It aims at quality and to be highly honorable in all its dealings.

In its relations with policyholders and their representatives THE MUTUAL LIFE has an outstanding record.

Those who contemplate life insurance soliciting as a career are invited to apply to

The Mutual Life Insurance Co. of New York

DAVID F. HOUSTON  
President

34 NASSAU STREET

GEORGE K. SARGENT  
2nd Vice-President and Manager of Agencies  
NEW YORK, N. Y.

## SERVICE and CO-OPERATION

is our plan for the building  
of this Company.

WE KNOW YOUR PROBLEMS; THEREFORE  
WE CAN MAKE IT PROFITABLE TO YOU

If you are looking for  
an agency connection  
write

## MODERN LIFE INSURANCE COMPANY

of Minnesota

St. Paul

Minnesota

C. D. MAC LAREN  
President

M. A. NATION  
Vice-President and General Manager



## Your 1928 Tool Kit

YOUR success in 1928 will be measured by the service you have to offer. The tool kit of the Ohio National salesman contains:

- 1—Monthly income policy issued to rejected risks.
- 2—Non-Medical or selective risk applications.
- 3—Unusual facilities for accepting sub-standard risks from the Company's own agents.
- 4—Juvenile Policies issued at ages 1 to 11, with waiver of premium on the father.
- 5—Budget premium payment plan.

The foregoing and all the standard tools furnished by progressive companies tell why "It Pays to Tie Up with the Ohio National."

For information in regard to an agency contract address:

## The Ohio National Life Insurance Company

T. W. Appleby  
President

Cincinnati, Ohio

E. E. Kirkpatrick  
Sup't of Agents

## YOUR OPPORTUNITY

Are you ready to broaden?

Regional Manager or General Agent.  
Splendid inducements.

We have had 21 years consistent growth and are now in an extensive expansion program.

Agency Department under men who understand your problems.

We have a special contract for choice territory in Minnesota—South Dakota—Nebraska—Iowa.

Honesty—Ability to write new business and build an agency are the essential qualifications.

Write us in confidence to see if our desires and qualifications are mutual.

Address D-33

Care The National Underwriter

watched with unusual interest because of its bearing on the question of whether or not a national advertising campaign for life insurance companies is possible.

### Launch Pinnacle Old Line

The Pinnacle Old Line Insurance Company of Little Rock, Ark., has filed articles of agreement and incorporation. Jack Walker of Little Rock, well known insurance man, is president. Robert Bailey and A. B. Priddy, both of Russellville, are vice-presidents, and J. B. Simms of Russellville is secretary. These officers and F. V. McCoy of Little Rock make up the board of directors and they and R. M. Priddy, son of the vice-president, are the incorporators. The Pinnacle Old Line will operate on the mutual legal reserve plan.

### Fight "Mutual Aid" Assessments

Employment of an attorney to file court action against what they believe to be unjust assessments was authorized at a meeting at Fayetteville, Ark., of an executive committee from the Mutual Aid Protective Association, an organization of policyholders in mutual aid unions of Arkansas and Oklahoma. Organization was perfected with J. W. Woolverton of Prairie Grove as chairman and Grant Smith of Fayetteville, secretary-treasurer.

### C. D. Corey on Agency Tour

C. D. Corey, vice-president and superintendent of agents of the Pan-American Life, recently made an agency trip through Alabama and Tennessee. Mr. Corey is now on a trip in Texas, where he will visit E. W. Wade at Gonzales, Dr. E. B. Waggener at San Antonio and Frank J. Story at Houston.

### Central States Oklahoma Meeting

James A. McVoy, president of the Central States Life of St. Louis, and George Graham, vice-president, were key speakers at an agency meeting called by Marmaduke Corby, state manager for Oklahoma. The banquet was attended by 60 Oklahoma agents.

### Sun Life Opens in Birmingham

BIRMINGHAM, ALA., May 2.—Opening of a Birmingham branch office of the Sun Life of Canada, one of the largest Canadian companies, was announced today by William C. James. Mr. James will be in charge of the Birmingham division.

The Sun Life, founded in 1864 in Montreal, has now established 35 divisions in the United States, Mr. James said.

A large amount of the company's capital is invested in American bonds. Assets are given as \$400,000,000, with more than \$1,500,000,000 of insurance in force.

### Alamo Life Roundup

The roundup of the agents of the Alamo Life was held at the home office

in San Antonio May 3 with some 60 agents attending. This particular roundup was a special affair which agents producing at least ten applications totalling \$15,000 paid for business between March 1 and May 3 attended.

The day was devoted to a complete and thorough one-day sales school. Because of the school a number of agents who were not in the contest attended.

### Work in Oklahoma

The Sentinel Life is doing some intensive development work in Oklahoma. C. C. Smith, field supervisor, is in that territory and northern Texas. The Sentinel has a well developed representation in Texas and its plan is to develop Oklahoma as well in order to fill the gap between the Texas agency force and the home office.

### After Unlicensed Agent

OKLAHOMA CITY, May 3.—The Oklahoma Insurance Board has requested officials of the Reserve Loan Life to go to Alva, Okla., and adjust irregularities with the premium collections by an unlicensed agent, A. L. Roark, secretary, announced. Reports from Alva were that an agent giving the name of Harry Adams had collected cash and notes from teachers of Woods county aggregating \$1,712. In reply to a letter from the company with request for license for Adams, the Insurance Board refused the license, stating that an investigation had disclosed that the insurance policies had been sold by C. R. Williams, to whom the board had several times refused a license, after revoking the one he once held. Mr. Roark said that Williams was charged with selling insurance in different parts of the state under an assumed name.

### Boone at Oklahoma City

The Midland Life of Kansas City held an agency meeting last week in Oklahoma City, with President Daniel Boone as the principal speaker.

### Visit Florida and Alabama

William H. Harrison, superintendent of agencies of the Atlantic Life, accompanied by M. T. Abel, assistant superintendent of agencies, was visiting the Florida agencies of the company this week. They also visited Birmingham, Ala. There they were in quest of a general agent to represent the company in that territory.

### Business Men's Holds Schools

C. W. Rogers, field supervisor of the Business Men's Assurance, is holding a sectional school in Nashville, Tenn. this week. A. W. Hogue and J. H. Torrance of the B. M. A. will conduct the sectional meeting on Thursday and Friday following the school. Next week the B. M. A. will hold a sectional meeting and school in Louisville.

## PACIFIC COAST AND MOUNTAIN FIELD

### ROUNDS OUT HALF CENTURY

Heber J. Grant of Salt Lake City Celebrates Completion of 50 Years in Insurance Business

SALT LAKE CITY, UTAH, May 2.—Heber J. Grant, president of the Heber J. Grant & Co., general insurance agents, and of the Utah Home Fire and the Beneficial Life, celebrated a half century of insurance activity Saturday. The celebration was held in connection with the formal opening of the new quarters of the Utah Home Fire and Heber J. Grant & Co., a remodeling of the old Home Fire Building.

Mr. Grant, now in his early 70's, began to write insurance 50 years ago. In the early 80's a co-partnership was formed, known as Heber J. Grant &

Co. Dec. 11, 1888, the firm was incorporated.

The Home Fire, for some years past the Utah Home Fire, was organized by Mr. Grant Sept. 30, 1886, with himself as president, but it was not until the present century that the Beneficial Life was organized.

Mr. Grant is head of the Mormon of Latter-day Saints Church of this city, and in this capacity and in his capacity as an insurance leader and an industrial and commercial leader, he is president or director of many important enterprises today outside of insurance.

### Riordan Quits California Post

John H. Riordan, deputy attorney general of California since 1912 and for the past few years in charge of insurance litigation for the state, has resigned to be come associated with the law firm of



Knight, Boland & Christian, insurance attorneys and representatives of the Association of Life Presidents. He will be succeeded by Neil Cunningham, a member of the Fresno bar.

#### Organizing National Union Life

Ford E. Dunton, who was formerly with the Western Union Life, is now pushing the organization of the National Union Life of Spokane with \$250,000 capital. Among the men back of him are G. I. Toevs, vice-president Centennial Mill Company; H. H. Hebert, president and general manager Kemp & Hebert Company; Roy R. McGill, vice-president Holley-Mason Company; R. J. Stephens, president, Stephens Grain Company; Attorney Arthur W. Davis; W. H. Thompson, manager, Standard Oil Company. It is understood that five former officers or department heads of the Western Union Life will be put in active charge of the company. These men believe that there is a place for a northwestern company ably managed. They say that the Western Union Life was a great success and the National Union Life can duplicate it.

#### Opens Long Beach Office

The Los Angeles branch of the Travelers has opened an office at Long Beach, Cal., with Philip B. Putnam in charge as assistant manager. He has

been field assistant and instructor at Los Angeles for the last three years. The new office is located in the Pacific Southwest Bank building. Ralph E. Bridges, formerly field assistant at St. Louis, will succeed Mr. Putnam at the St. Louis office.

#### New License Forms in Use Soon

Because all objections presented against the adoption of the proposed new form for application for agent's license had been met, Commissioner Detrick of California has proceeded to have the forms ready for early distribution. All agents in the state, regardless of past records, will be compelled to meet the requirements of the new form, which also requires additional information and details from the appointing companies.

Several conferences were held with the commissioner by representatives of the companies and the California Association of Insurance Agents. Many company officials were opposed to the new form because they said it would entail considerable expense to the companies.

#### Idaho Writings Show Decrease

New legal reserve life insurance written and paid for in Idaho in 1927 fell 6.4 percent below the mark set during 1926. In exact figures the new ordinary life insurance transactions were \$2,251,409 below the 1926 figures.

## Western Reserve

### Life Insurance Company

MUNCIE, INDIANA

#### Old Line Legal Reserve Company

Operates in Indiana and Ohio

**Wanted: A few General Agents in each State.**

Service to Policyholders Unsurpassed

## IN THE ACCIDENT AND HEALTH FIELD

#### COMMISSIONER TOOK HAND

**State Official Forced Company to Renew Policy When Assured Was Preparing for Operation**

There is evidence that some insurance commissioners are making it difficult for companies to refuse renewal of accident and health policy premiums where standard provision 16 is omitted, and the policy is written on the non-cancellable term basis. The policy of a man having received payment of a claim and known by the company to be preparing, by building up bodily strength, for an operation, was carried to renewal date and then when the company refused to accept renewal premium, the insurance commissioner insisted that the company accept the premium. His argument was that the company has withdrawn standard provision 16, and that agents generally take advantage of the withdrawal of this provision to indicate that the policy sold is entirely non-cancellable. In the circumstances described he ruled that while technically speaking, a claim was not pending, morally speaking it was pending as the man was preparing for an operation and could not obtain additional insurance. The insurance commissioner granted freely that if standard provision 16 were in the policy, he would raise no protest against the company's exercising its option under this provision.

#### Accident Case Decided

Whether Certain Death Was Caused by External, Violent and Accidental Means.—This was an action on an accident insurance policy which incorporated by reference the constitution and by-laws of defendant association. These provided that the association would pay for bodily injuries or death where same was caused by external, violent and accidental means independently of all other causes and is the sole cause of the death; also that the association should not be liable for injury causing death resulting from voluntary over-exertion unless in a humane effort to save human life. It appeared that the insured ruptured a blood vessel, which resulted in his death shortly thereafter, as a result of the exertion required to handle an automobile, which he was attempting to get back on a road which he had missed, and which necessitated his driving through soft loam and stump holes in a woods. Held, that there could be no recovery

on the policy for the evidence did not furnish any substantial proof that the death of the insured resulted from external, violent and accidental means, but on the contrary showed that it was the result of a cause expressly excepted, viz., voluntary over-exertion. Here, both the accidental and external elements were lacking from the means which produced death. Death was caused not by the fact that deceased accidentally or unintentionally got off the road, but by the fact that he over-exerted himself in trying to get back into the road. *Lyon vs. Travelers Protective, U. S. Circuit Court of Appeals, 4th Circuit.*

#### Negro Companies Meet

The National Negro Insurance Association, composed of 30 life, or life, health and accident insurance companies, held its eighth annual session in Columbus, O., this week. Half a dozen states were represented. The sessions were presided over by Dr. J. E. Walker of Memphis, president of the Universal Life.

#### Celebrate Louisville Record

Agents in Louisville, Ky., of the Washington Fidelity National, with their wives and friends, were guests of the company Saturday night, celebrating the achievement of Louisville district No. 1, which led the entire country for the first three months of the year. James F. Ramey of Chicago, secretary of the company, was the guest of honor and spoke at the dinner, as did J. B. Blandford, assistant secretary, and Harry N. Lukins of Louisville, general counsel. T. B. Lockart, district manager, presided.

#### Business Men's Premiums

The total premiums of the Business Men's Assurance of Kansas City, including life, accident and health in 1927, were \$4,912,828. A mistake was made in giving the total premiums in a recent issue as the accident and health premiums were omitted.

#### National L. & A. Promotions

P. A. Coelho of Chicago No. 3, John Spedel of Omaha and D. P. Powell of Meridian have been promoted to superintendencies in their respective districts, by the National Life & Accident.

#### Names Field Superintendents

The Washington Fidelity National announces the promotion of Agent D. G. Nelson of Mobile and Joseph T. Sicard of New Orleans to field superintendents.

## Organizing Man-Power

The Penn Mutual is actively engaged in a campaign to organize the man-power of its Field force through carefully selected additions and through education and cooperative supervision.

Important General Agency appointments are being made, and a comprehensive plan of teamwork between Agency department and Field is being put into operation.

If you have organizing ability, or sales ability, or the desire to be a life underwriter, plus ambition and industry, we can supply successful methods for putting them profitably at work. Address—

Hugh D. Hart, Vice President

**The Penn Mutual Life Insurance Company**  
Independence Square, Philadelphia, Pa.

Founded 1847

## \$7.25 Invested This Way Pays Big Profits

It pays and pays BIG to know when policies expire—what kinds of insurance your client is holding—how much more he needs—how much you have coming in renewals—what accounts are delinquent. For then you can go out after the delinquents while there is still time. You can approach your clients with insurance proposals that fit the individual cases—you can see him near his birthday—Surely,

you owe it to your business to send in this coupon NOW.

FRED P. MCKENZIE  
Executive Secretary  
LIFE UNDERWRITERS  
ASSOCIATION  
NEW YORK  
Endorse  
this Register

ACCURATE LOOSE LEAF CO.  
81 NASSAU STREET  
NEW YORK CITY, N. Y.

## The Life Insurance Company of Virginia

1871 57 Years of Existence 1928

JOHN G. WALKER  
Chairman of the Board

BRADFORD H. WALKER  
President

Richmond, Virginia

## Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

### The Mutual Benefit Life Insurance Co. Newark, N. J.

Organized 1845

## GLOBE MUTUAL LIFE INSURANCE CO.

431 S. Dearborn Street Chicago, Illinois

INCORPORATED BY THE STATE OF ILLINOIS 1895

T. F. Barry, Founder

### CLAIMS PAID "ON SIGHT"

WM. J. ALEXANDER,  
Secretary

POSE BARRY DIETZ,  
President

## BUSINESS OF 1927

New Insurance.....\$ 137,490,000  
Increase ..... 9,688,000  
Insurance in Force..... 1,023,263,000  
Increase ..... 85,043,000

## NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY

BOSTON, MASS.

## OPPORTUNITY!

Desirable Territory Open for General Agencies.  
Liberal Contracts.

### THE CAPITOL LIFE Insurance Company DENVER, COLORADO

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

### LIMITS ARE NOW INCREASED

#### Connecticut Mutual Life Makes Announcement As to Its New Schedule of Insurance

The Connecticut Mutual Life has raised the limits of the amount of insurance granted on a male life to \$300,000, ages 25 to 50.

This is an increase of \$100,000 over the previous limit, which for several years has remained at \$200,000. A graded scale of increased limits has also been prepared for ages under 25 and over 50.

As in the past, women are eligible for coverage up to one-half the corresponding limit for men at the same ages. Under the new ruling, therefore, women ages 25 to 50 may secure a maximum of \$150,000, which represents an increase of \$50,000 over the largest amount previously issued on female lives.

The schedule is:

Age	Life & End.	Budget Adj. 2 Yr. Init. Term	3 Yr. Init. Term	10 Yr. Conv. Term
10 to 14	\$ 20,000			
15	30,000			
16	45,000			
17	65,000	\$ 30,000		
18	90,000			
19	120,000			
20	150,000			
21	180,000			
22	210,000	75,000	\$ 60,000	\$45,000
23	240,000			
24	270,000			
25 to 50	300,000	150,000	112,500	75,000
51	280,000			
52	260,000			
53	240,000	90,000	75,000	60,000
54	220,000			
55	200,000			
56	180,000			
57	160,000			
58	140,000	60,000	45,000	37,500
59	120,000			
60	100,000			
61	80,000			
62	60,000			
63	40,000			
64	35,000			
65	30,000			

\*Not issued.

#### Massachusetts Mutual Life

The Massachusetts Mutual Life has recently completed a reinsurance agreement which enables it to announce new insurance limits. The provision for waiver of premiums may be applied for in connection with the full amount of insurance, provided the applicant has attained his 21st birthday.

No increase in the amount of the disability annuity provision can be made as reinsurance facilities cannot be obtained. The increased limits follow:

#### Life and Endowment Plans

Rated Age	Males	Females
10.....	\$ 20,000	\$ 20,000
11.....	40,000	30,000
12.....	50,000	40,000
13.....	75,000	50,000
14.....	100,000	100,000
15-20.....	150,000	200,000
21-50.....	300,000	150,000
51-55.....	250,000	100,000
56-60.....	150,000	50,000
61-65.....	50,000	

#### TERM INSURANCE

Rated ages 20-55.....	\$100,000
Rated ages 56-60.....	50,000

#### Bankers Reserve

The Bankers Reserve Life of Omaha has increased its limits from \$100,000 to \$200,000. It also announces the acceptance of women risks on all forms of policies at regular rates.

#### Branch Secretary Becomes Field Man

W. N. Marshall, until recently branch secretary of the Canada Life at St. John, N. B., has entered field work for the company at Brantford, Ont.

### LAMAR LIFE REDUCES RATES

#### Downward Revision Made Except on Convertible Term Contracts—Two New Policies Issued

The Lamar Life has made a general downward revision of premiums on all forms of policies except convertible term. Rates for income disability have been increased but the new disability contract has been made more liberal and broader in its benefits. Life policy contracts are incontestable after two years from date of issue, except for non-payment of premiums. All restrictions with reference to military or naval service, residence, aviation, travel and occupation have been eliminated, except in relation to disability, double indemnity and dismemberment.

#### Announces Two New Policies

The company announces two new policies, the first is an endowment maturing at age 55 with a fixed guaranteed option to maturity. The other new policy is a 20-payment life preferred risk issued only in amounts of \$5,000 or more.

The new disability clause provides that the total disability from any cause which has existed continuously for not less than 90 consecutive days will be considered as permanent and will entitle the insured to benefit.

#### National Life, U. S. A.

The National Life, U. S. A., announces a new ordinary life special policy written for an amount not less than \$2,000. There is a decided decrease in rates for the ages, about 35. The new rates follow:

#### Rates Per \$2,000

Age	Waiver of Prem.	Age	Waiver of Prem.
15...\$24.60	\$27.60	36... 41.76	47.76
16... 25.07	28.07	37... 43.15	46.15
17... 25.58	28.58	38... 44.63	47.63
18... 26.10	29.10	39... 46.21	49.21
19... 26.65	29.65	40... 47.88	50.88
20... 27.22	30.22	41... 49.65	52.65
21... 27.83	30.83	42... 51.53	54.53
22... 28.46	31.46	43... 53.54	56.54
23... 29.13	32.13	44... 55.68	58.68
24... 29.84	32.84	45... 57.97	60.97
25... 30.55	33.55	46... 60.40	63.40
26... 31.32	34.32	47... 63.00	66.00
27... 32.13	35.13	48... 65.78	68.78
28... 32.99	35.99	49... 68.74	71.74
29... 33.89	36.89	50... 71.91	74.91
30... 34.83	37.83	51... 75.36	78.36
31... 35.84	38.84	52... 79.07	82.07
32... 36.89	39.89	53... 83.04	86.04
33... 38.01	41.01	54... 87.29	90.29
34... 39.19	42.19	55... 91.85	94.85
35... 40.44	43.44		

## WITH INDUSTRIAL MEN

### NEWS OF THE PRUDENTIAL

#### Some Promotions Have Been Announced Whereby Hard and Intelligent Work Are Recognized

Bernard A. Gilhuly has been promoted to the superintendency of the Boston No. 3 district of the Prudential. His continuous service dates from July 8, 1910, when he enrolled as an agent at Danbury, Conn., in the Bridgeport district, and was advanced to an assistant in 1912.

Agents Edward P. McKenny and Walter A. Reynolds, of the Bridgeport, Conn. district have been promoted to assistant superintendents in the same location.

Division F announces the following



promotions from agent to assistant superintendent: John M. McConnell, of Massillon, O., detached office of the Canton, O., district; James A. Wise, Fairmont, W. Va.; John T. Kennen, Wheeling, W. Va.; John J. Hurley, Cleveland No. 4; Ray L. Presler, Washington Court House, detached of Chillicothe, O., and Harry D. Obenour, Gallon, detached of the Mansfield, O., district.

Assistant Superintendent J. M. Ziegler, of Toledo No. 2, was the winner of the silk American flag awarded by Division "R" superintendents to the assistant superintendent who had the largest amount of issued business per man during the recent ordinary effort. Mr. Ziegler also ranked No. 31 among the company's leaders in ordinary.

#### Western & Southern News

Assistant Secretary W. S. Wenzel of the Western & Southern Life, has been transferred from the ordinary department to the mortgage loan department, where he succeeds Wm. Scholz, deceased.

The Chicago West District, under Superintendent J. J. O'Leary, leads the Western & Southern Life in ordinary increase for the year. The Pontiac, Mich., district under Superintendent D. Tow, leads in industrial increases, and Superintendent O. A. Colvin's Arkon, O., district has had the fewest open debits.

### NEWS OF LOCAL ASSOCIATIONS

#### TENNESSEE AGENTS CONVENE

James M. McGaughey of Chattanooga, Is Selected President at Annual Meeting

NASHVILLE, May 3.—The Tennessee association held its annual meeting at Nashville last week. The members of the Tennessee Association of Insurance Agents were also in attendance.

President Robert C. Webster presided over the meeting. The agents were addressed by John W. Barton, vice-president of Ward-Belmont College, and Geo. A. Caldwell of Knoxville, president of the Tennessee Association of Insurance Agents. Discussions on various phases of life insurance were led by C. H. Crimm, Chattanooga; W. L. Ambrose, Knoxville; Bolling Sibley and Edward J. McCormack of Memphis; Paul Ray, Chattanooga, and W. G. Fitting of the Equitable Life.

Roger B. Hull, managing director of the National association, spoke on his chosen subject, "Can Life Underwriters Go It Alone?" His argument for group cooperation, group influence and general group work was most convincing.

The following were elected to serve the next year: James M. McGaughey of Chattanooga, president; W. G. Colmery, Nashville, vice-president; D. H. Odum, Knoxville, vice-president; Harry G. Allen, Memphis, vice-president; C. H. Crimm, Chattanooga, reelected vice-president; W. J. Slack, Chattanooga, secretary. The next annual meeting will be held in Chattanooga.

Kansas City, Mo.—Dr. L. G. Sykes, medical director of the Connecticut General Life, will be the speaker at the meeting of the Kansas City association on May 8. "Telling Is Selling" is the subject of his address. Dr. Sykes has had experience working with the field men and deals with his medical cases from the viewpoint of the field man, always explaining why a case is rated up or given a different form of policy. For this reason his talk is expected to be especially interesting to the life underwriters.

#### SUN LIFE OFFICIAL SPEAKS

Boston Association Told Competition Is Not Between Agents But With Other Businesses

BOSTON, May 3.—George H. Harris, supervisor of field service of the Sun Life of Canada, spoke to the Boston association, at its monthly luncheon



GEORGE H. HARRIS  
Supervisor of Field Service, Sun Life

on "Broader Aspects of Life Underwriting."

Covering the achievements possible through life insurance, Mr. Harris said that "Insurance is the justification of enterprise, it is the justification of development, it is the reason for it." Speaking of life insurance, he said, "Man must be greater than the thing he creates, his life is more valuable than the thing that he owns. If there is anything about a man that ought to be indemnified surely it is the man himself."

What has this principle of life insurance done for the individual? I will tell you one of its by-products, and that is that it has lengthened his life and given him better health."

#### New Picture of Competition

A new picture of what constituted the real competitors of life salesmen was given by Mr. Harris. "I rarely meet a man" he said, "who is not worrying about competition. I rarely meet a life insurance man who does not think that his competitor in the life insurance business has something better to offer than he has. He is worried because there are too many life insurance agents in his territory and because he thinks he isn't getting his share. Those men who talk like that ought to be put on to a desert island where no one has ever heard of insurance at all, and try converting them. Don't you see that every life insurance agent in the city of Boston is helping you individually to sell your product? It is the great influence of this mass of underwriters in Boston that has converted the public mind and made them receptive to your message."

#### Turned to Installment Selling

"Your competition is coming from everybody who is after the dollar that the American has to spend. There came a time when the American had spent his dollar. There was a great onslaught on it and he spent it. Was that a deterrent? Not on your life. The great installment principle was introduced. You can buy your piano and your car, and your radio and your clothes on the installment plan, a dollar down and a dollar a week. You can buy the engagement ring, the furniture, the wedding clothes, and even the honeymoon on the installment plan."

#### Dies in Debt

"I am not against the installment system. It has raised the standard of living. But I want to tell you that today when an American dies, in nine cases out of 10 he dies in debt, and he dies not only in debt but he dies without being able to leave his wife and his family the very comforts that they have enjoyed with him, because they are not paid for. And I want to tell you that life insurance can turn everything they have into an asset instead of a liability. There is not an installment contract in force on this continent that should not be underwritten with life insurance."

\* \* \*

Boston—H. W. Manning, superintendent of agents of the Home Life of New York, will be the speaker before the meeting of the Boston association, May 17.

\* \* \*

Detroit—Julian S. Myrick, president, and Roger B. Hull, managing director of the National association, will be the speakers before the June meeting of the Detroit association. This will be the meeting at which convention plans will be publicly launched and the two

### A PURELY MUTUAL COMPANY!

If You Have Knocked the "T" Out of "Can't"

WE CAN GIVE

1. You a liberal first year commission.
2. An unexcelled renewal commission.
3. Your beneficiary a renewal pension.



### ANOTHER FORWARD STEP

COMPLETELY REVISED POLICY FORMS

NEW OWNERSHIP, BENEFICIARY and ASSIGNMENT PROVISIONS

leave no doubt of the rights of the various parties who may have an interest in the policy.

A PLAIN ENGLISH POLICY that will particularly appeal to the conscientious life underwriter.

PREFERRED RISK POLICY

Also a new LOW COST

Write for Information

PHILADELPHIA LIFE INSURANCE COMPANY

111 North Broad Street  
PHILADELPHIA, PA.

### WHAT'S AHEAD?

That question is in the mind of every ambitious man. It's in your mind.

If the answer does not satisfy, it will pay you to learn the advantages of a life underwriting contract with Fidelity.

Fidelity originated the disability provision the double benefit feature, and the "Income for Life" plan. It operates in forty states on a full level net premium basis with more than \$75,000,000 in assets and over \$366,000,000 insurance in force.

More than 36,000 direct leads a year from Head Office lead service

THE FIDELITY MUTUAL LIFE INSURANCE COMPANY

PHILADELPHIA

Walter LeMar Talbot, President

## TWO MEN



We have two new territories for two good men under real general agents contracts.

Address

The Manhattan Life  
INSURANCE CO.

66 BROADWAY

NEW YORK

## NORTHWESTERN NATIONAL NEWS

This column contains condensed news items from the weekly newspaper published for Northwestern National Life agents.

### Leaders Set Example with Zero Ratios Star Agents Sprinkle March Lists of Conservation Leaders

Eleven of the 20 agents leading in conservation (based on number of policies exposed) were maintaining zero lapse ratios at the end of the first quarter, according to the lists showing the leaders for the year through March. Among these 11 are many of the Company's leading producers, a fact which shows conclusively that Northwestern National's most productive agents write the kind of business that sticks.

### 3 Crary Men First in 1928 Century Club

**Green, L. M. Rutten, Schauer Have 50 Apps; 32 More "On Schedule"**

Three agents, all of the A. W. Crary agency, have already written the 50 applications necessary for entrance to the Century club under the 1928 rules, while 32 more are maintaining a schedule which should assure them of having the necessary number by the end of June.

#### Youngest Policyholder 1 Day Old When Written

Northwestern National's youngest policyholder is Henry William Hans, Jr., of Galveston, Texas. His parents purchased a Child's 20 Payment Life policy for him last week when he was just one day old.

**NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY**  
Minneapolis, Minn.  
**STRONG LIBERAL**

national leaders will be present to head the program. Detroit underwriters are planning for a record convention in September.

**Louisiana**—Miss B. B. Macfarlane, president, and the members of the Life Underwriters Association of Louisiana, entertained Mansur B. Oakes of the R. & R. Service at their regular monthly luncheon and meeting. Following the luncheon, Miss Macfarlane, who is agency supervisor for the Pan-American Life in Louisiana, called some 20 of her agents together to meet Mr. Oakes. After his talk on "The Hours of Opportunity" the meeting was thrown open and a general discussion of individual problems followed.

**North Carolina**—Henry P. Foust of Greensboro, N. C., was reelected president of the North Carolina association at the annual meeting. Because Mr. Foust is in ill health, B. Scott Blanton of Charlotte was appointed to perform the duties of president until Mr. Foust is able to resume them. It was decided to hold the annual meeting of the association in Greensboro in August. A feature of that meeting will be a life insurance sales congress.

**Birmingham, Ala.**—A carefully planned life inevitably leads to success, and in no other form of industry is this more noticeable than in the life of an insurance agent, Mansur B. Oakes of the Insurance Research & Review Service told members of the Birmingham association. "The insurance salesman who first formulates a definite plan of living and sells this to himself, is far better equipped to enter the field of everyday life and make a great name for himself," Mr. Oakes said.

**Indianapolis**—Leo R. Stamm, Chicago manager of the Acacia Mutual Life, will address the May meeting of the Indianapolis association this week. Fred W. Dickerman, Richard Habbe and C. C. Crumbaker have been appointed a committee on the nomination of officers.

**Evansville, Ind.**—A large crowd heard Mansur B. Oakes of the Research & Review Service, Indianapolis, address the Evansville association.

### BELIEVE NEW YORK CHANGE IS ASSURED

(CONTINUED FROM PAGE 5)

of practically all of the life companies operating in New York. They realize that some change is necessary. The form is difficult to arrange and at the same time meet the many different conditions and desires. As several of the actuaries have pointed out, there are at least four definite classifications of life companies and each is viewing the matter from an entirely different angle. There are the non-participating companies on the one hand and the participating companies, ranging from low, through medium, to high net cost, on the other. As each of these is affected differently by any change, it is difficult to make a change that will satisfy all. Indeed, as one actuary has stated, it is impossible to make a change that will not work to the disadvantage of every company in some way. On the other hand, there are some companies that will gain so much from the general change that their losses are of no consequence. There are some companies whose losses are not of any major importance, so that they can view the changes with an unbiased mind. The others, those that will undergo definite losses by the change, will have to make certain sacrifices in the spirit that it is for the good of the business and several companies have even now so expressed themselves.

#### Conditions Have Changed

One prominent actuary points to this as the only feasible viewpoint to take in the matter. He and his company have thus far refrained from any expression pro or con and yet he feels that after all is said and done, it cannot be denied that some change is needed. Since the Armstrong investigation of 1905, the life insurance business has grown apace and has assumed enormous proportions. In

this remarkable development, however, the companies have gone off on individual and divergent paths, each working out its own program, so that today there are more than the proverbial fifty-seven varieties of underwriting practice in the home offices. This cannot, of course, be to the best interests of the business. Complete standardization is not desired, but a degree of uniformity in practice sufficient to make a comparable working basis between offices would be of benefit. Thus a revision, which would gather up the loose ends and make a homogeneous whole of the entire situation, would be an important and constructive development of the business.

Since the days of the Armstrong investigation, there have been many changes in business practices generally and the whole business structure of America is now moving on a new plane. Many of the new phases that have particularly affected the life business have never before been given legislative consideration and this proposed change merely reaches out into the new realms of business and takes census of present day conditions. A few years ago non-medical business was unknown. Today, it is so important a part of American life underwriting that the medical examination is not now recognized as a first year expense item which can be broadly applied to acquisition cost computations. The reason for doing this is, of course, to put all companies on an even basis. Now, those that use the non-medical plan exclusively can apply the money saved in this way to acquisition cost items of other nature. There is an echo from the opposition, true, but this is one of those questions from which satisfaction cannot be derived for all and thus the best interests of the business are given major consideration.

#### Advertising Also Considered

Another new phase that was not felt a decade ago is the use of advertising in securing new business. There is one company that secures all of its business by mail and through advertising. There are many that secure a great amount in this way. Some companies are expending vast sums annually in quality magazine advertising, motion picture advertising, direct-by-mail solicitation and other modern uses of advertising—all directed to the securing of business. It is obviously not fair to allow these companies to pay the same commissions—these being limited by law—and then go into the field and offer what is equivalent to added commissions through these sales helps. The only advisable answer was to class this advertising as first year acquisition cost. Again, there is the objection from those whose advertising is not of the solicitation type, but of the nature of conservation work. The major interests are here again considered—and, in fact, those companies that are leaders in the conservation advertising are not voicing objection to the proposed measure.

Many other factors are brought into consideration by a study of the proposed change. In fact, the new section 97 is written with a view of giving practical consideration to all of the important phases of the business that have come into being since 1905—or that were not then important enough to be considered worthy of legislation. This is not the first time that this section has been revised, so that the frequently voiced objection that the spirit of the Armstrong investigation is being lost is not wholly valid. There have been numerous amendments to this very section adopted in the various terms of the legislature of the intervening years and this is only another similar amendment. It is true that it is far more comprehensive and far-reaching in its scope, but it is so coined in an endeavor to modernize life underwriting in the home offices to conform with the times.

The changes necessary under the new law, should it become a law, would be very drastic from a home office standpoint. There, indeed, is the cause for

most of the hesitancy to endorse the change. Under the new section 97, the companies would be obliged to scrap all of their present computation bases and start afresh. They are not required to use the American Men table of mortality, it is true, but they are required to revamp their system of computing commissions and this is no small item. Now, they can cast up each month's experience and compare it with the past year and the past decade or more, if they choose. They can proceed on the basis of past experience. Under a new system, without precedent and without a single set of statistics from the past on a comparable basis, it gives reason to pause in making the change. It would be a matter of no consideration, if there could be a guarantee that the experience would go along smoothly, without disturbances, but should the change be so unfortunate as to be accidentally accompanied by a "mortality catastrophe" such as was encountered in 1918, then the inability to compare the present with the past would be keenly felt in the home offices. This, however, is not of as much importance as is the question of stabilization of the institution of life insurance, so that most company officials, though not joyous at this prospect, are not willing to permit it to guide their final decision in this whole matter.

#### No Fear of Rate War

The fear that has been entertained in many cases that this revision would mark the beginning of a commission war or a rate war, is another fear that is largely unfounded. As the vice-president of one of the companies most advantageously affected by the change has said, rates have about reached the minimum possible to offer today. Those companies do not contemplate reducing rates. They do hope to be able to release reserve funds that have been required as excess reserves for the past reductions of premiums. This, they contend, was an advantage in favor of the low cost participating companies and the change is merely putting all on the same basis, not giving the advantage to the low cost non-participating companies. And in the new law there is provision for regulation by the insurance department, in the event any company cuts rates below the safety line or offers policies that are not entirely self-supporting. The greatest objection comes from the mid-western companies and as most of these are not operating in New York, their objections are not valid before the legislative hearings in this state. The local companies and those licensed in this state seem to be far in the majority back of the measure.

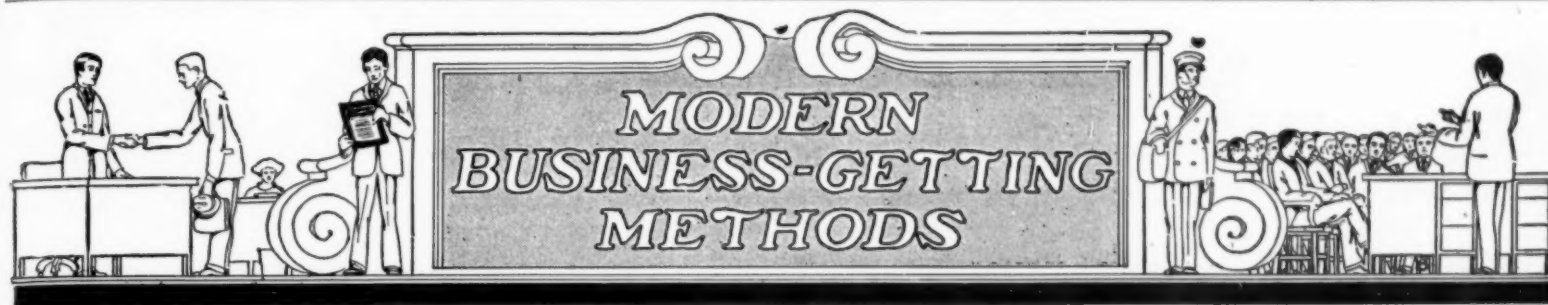
#### Hyde Will Not Run

Arthur M. Hyde, president of the Sentinel Life, has announced definitely that he will not be a candidate for nomination as United States Senator for Missouri, by the Republican party. The announcement was made last week following a virtual decision to make the race. Former Governor Hyde laid his refusal to the prohibition question, saying that rather than split the party and alienate the wet Republicans he would withdraw, as he refused to modify his dry views. Following the withdrawal of Mr. Hyde, Mayor Albert I. Beach of Kansas City, a director of the Business Men's Assurance, is being discussed as a possible candidate.

#### R. E. Irish Busy on Trips

R. E. Irish, director of agencies of the Bankers Reserve Life of Omaha, has been visiting the southern and eastern agencies, going to Louisiana, Florida, Georgia, Alabama, North Carolina, Massachusetts, New Jersey, Pennsylvania, Indiana and Illinois. Mr. Irish reports business conditions to be generally good. Most of the agencies visited have substantial increases in production over a year ago. He has now gone on a five weeks' trip to the Pacific Coast.





## Writing Million-Dollar Policy, Which Is Ambition of Aggressive Underwriter, Involves Immense Amount of Work

WRITING a million-dollar policy is the ambition of every aggressive life underwriter, yet few realize the vast amount of work required to carry through such a transaction. Students of the business might profit by looking into the technique of those who have achieved this ambition, a very excellent case, because of its unique ramifications, being the \$1,000,000 line written on the late J. Mortimer Coward by Herbert Ten Broeck of the Thomas M. Searles agency of the Aetna Life at Newark, N. J. Mr. Coward died a few weeks ago, only six months after the policies had been purchased, and this alone attracted a deal of attention to the case. There are many other factors, however, which make it an interesting case and illustrate the great amount of work necessary to handle such transactions.

This million-dollar line was not written over night. Mr. Ten Broeck is an outstanding producer and this year will be in the millionaire class without the

inclusion of such gigantic single sales, but this particular case was one which required an unusual amount of preliminary work as well as much time and effort subsequent to the death of the policyholder. The preliminary work actually covered several years. If any specific reason for its being written could be found, it probably would be the quality of insurance service which Mr. Ten Broeck believes essential to the proper functioning of a life underwriter. Before entering the life insurance business, he was a general insurance broker and it was in that field that he first made his acquaintance with Mr. Coward, writing policies on his \$25,000 shoe business. When Mr. Ten Broeck turned his interests towards the life end of the business, he saw the need for a large line of life insurance on Mr. Coward and then began a long campaign to transfer this interest to his prospect's mind.

Mr. Coward quickly saw the value of life insurance and admitted that he

would like to have a large line of it. He did not, however, care to go through the preliminary routine of medical examinations and such details. He said that if Mr. Ten Broeck would bring in a policy for \$2,000,000 and put it on the desk in front of him, without his having to bother in any way about it, he would at once write out a check for \$60,000 or whatever the necessary premium would be. It took some time to persuade him to take the initial steps. In fact, the first life insurance Mr. Coward ever owned was a group certificate for \$5,000, taken out under the large group contract which Mr. Ten Broeck sold the Coward Shoe Company last year. This measured up to his qualifications of having the policy delivered at his desk without preliminary details. In the middle of 1927 he was finally prevailed upon to take out the \$1,000,000 which he had at the time of his death. Again as evidence of his complete confidence in Mr. Ten Broeck and the Searles office, Mr. Coward offered to pay the premium in full on the day he agreed to purchase the policies, before the medical examination had been made—and he left the policies, when issued, in the hands of his agent and never once saw them. At the time of his death, all of these policies were in the safe of the Searles agency, and Mr.

Coward had no reason to know that they had ever been issued other than the word of his agent.

In the writing of the business there was also evidence of the vast amount of work that may be required in such cases, even after the long preliminary development of the business. Mr. Coward was found to be a substandard risk and this required extensive searching for companies. That is, he was one of the healthiest risks the examiners had encountered, but he was so much overweight that he could not be accepted as a standard risk. On a substandard basis, he was offered not only the \$1,000,000, but an additional \$300,000, which he did not care to take at that particular time. In fact, there were policies totaling \$150,000 on Mr. Ten Broeck's desk, issued and ready for delivery at the time of his death. Mr. Coward was at that time reducing his weight and it was expected that he would shortly be eligible on a standard basis. He had at one time weighed 290 pounds. He was only 28 years old. He was a rare specimen of health, however, having been a member of the football squad at the University of Pennsylvania.

In this connection, the sudden death of this large policyholder cut short the preparation of a far more comprehen-

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Position of responsibility desired in a life, fire or casualty insurance office by young woman with over 10 years experience. Capable of assuming responsibility and taking charge of all detail work, also experienced secretary. Phone Harrison 6135 or  
Address F-32  
Care The National Underwriter.

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Agency for a reputable life insurance company to make first mortgage loans on real estate in the city of Elkhart, Indiana. Address F-28, care The National Underwriter.

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Young man, thoroughly experienced, legal education—married—now employed general agent, desires position in Home Office agency department; what is wanted is opportunity to advance. Address F-18, care The National Underwriter.

### AGENCY SUPERINTENDENT

WANTED—By thoroughly experienced Agency officer, position as Superintendent of Agencies, or Assistant, with a growing life company, not too large and willing to fight for growth. Prefer connection with a capital stock company, where I may acquire a stock interest and develop a worth while future for myself. Am now Superintendent of Agencies and Vice President of a mutual legal reserve company. Can show an exceptionally good record of business and agency development. Will stand check. Write fully, in strict confidence. Address F-23, care of National Underwriter, Insurance Exchange, Chicago, Ill. Reply assured.

## A REAL CHANCE:

A good, young Middle Western Company is carrying on an expansion program and is desirous of making contracts on a liberal basis with good men in the following cities: Dubuque, Iowa; Sioux City, Iowa; Omaha, Nebraska; Burlington, Iowa; Keokuk, Iowa and Clinton, Iowa. We can also use a good producer at Davenport, Iowa. We want the kind of men who do not think they are too big to use a ratebook, but who have some organization ability and are willing to build on a basis where they can live while building. Good cooperation. All possible helps and a chance to work with a company officered by men who know a field man's problems. Confidential. Tell us all about yourself in first letter.  
Address F-16, care The National Underwriter.

sive life insurance program. It had been planned to effect a complete reorganization of Mr. Coward's business. An estate program was being worked out and this was to include at least \$2,000,000 of life insurance. As it was, the Coward estate was caught unawares and not even the final details were provided for. It is said that a second will, which was to handle these various details, had been written and witnessed, but is now missing. As this was a personal business, unincorporated, it is not left in the best of condition for the executors to handle. The extensive insurance and capitalization program which was being planned would have amply cared for this.

### Claim Papers Require Much Strenuous Work

Still further to illustrate the possibilities of detail that can be required in such a case, the handling of the claim papers has taken Mr. Ten Broeck two months of strenuous work and he is not yet through. This was of course not an average case. Just as the placing of this huge line on a substandard basis required much extra work, so also the death of the policyholder in a foreign country required much extra work to clear up the case. Fifteen separate papers, all in Spanish, were received from Cuba, where Mr. Coward died. These had to be translated and photostatic copies made, and claim papers completed for each of the 20 policies separately. Some of the companies required additional proof of death from an American undertaker. As all of this service must be performed by the agent, it can readily be seen that a great expenditure of time and energy may be required in connection with the writing of these large risks. Furthermore, the agent securing such a risk is very apt to be thrown off his stride for a time in general production.

### Renewals a Big Item from Agent's Standpoint

There is one additional interesting item to be brought out in connection with this risk. With the death of Mr. Coward, six months after the writing of the policy, Mr. Ten Broeck lost his renewal commissions. This is a considerable loss on a case of this size. It represents several thousands of dollars annually. And in this case it is unique that on the very day of Mr. Coward's death, Mr. Searles and Mr. Ten Broeck were discussing the advisability of taking out a \$10,000 life policy on the policyholder, payable to the agent, to protect his patently insurable interest. Mr. Searles pointed out that this was distinctly an insurable interest and that Mr. Ten Broeck faced the loss of at least that amount should his policyholder die before the expiration of renewal commissions. This indeed is a suggestion by which all general agents must profit, adding to their income and still further evidencing their belief in business life insurance. Every general agent might profitably suggest to their leading producers that they thus protect their renewal interests.

### Varvane Claim Practices Disclosed by This Case

From a company standpoint, it is also interesting to find that in the payment of the death claim, some of the companies volunteered very liberal terms of payment, this being not unfavorable advertising for the business. Some of the companies not only paid the face of the claim, but also refunded the unearned premium, paid a post-mortem dividend, and the interest on the death claim for the interim between death and payment. In the case of a claim of this size, these items would be of considerable proportions. The companies on this risk were as follows: Lincoln National, \$115,000; International Life, \$110,000; Sun Life, \$100,000; Guardian Life, \$115,000; Equitable of New York, \$105,000; Missouri State Life, \$120,000; Aetna Life, \$25,000; Bankers Life, \$50,000; Western Union Life, \$20,000; New

York Life, \$20,000; John Hancock Mutual, \$50,000; Prudential, \$50,000; Union Central, \$25,000; Pacific Mutual, \$25,000; Fidelity Mutual, \$20,000; Minnesota Mutual, \$42,500; National Life, U. S. A., \$7,500.

These are some of the interesting details that go to make up a million-dollar risk, though it is true that most million-dollar risks do not require such extensive efforts, either in the writing or the claim settlement.

## HIGHER POLICY LIMITS EVIDENCE OF GROWTH

(CONTINUED FROM PAGE 3)

that there is very definitely a portion of the field that must be taken into account in the home offices, to which old underwriting practices will not apply. When the agent of today who is to be classed as a successful life underwriter has a \$300,000 or \$500,000 case to close, business efficiency calls for the means of immediate action.

### Work Is Increased

Where the company represented by the agent accepts only \$100,000, or more or less, but not sufficient for the case in point, the agent then must give over a great amount of time to brokering his line about town. Could it all be assumed by his own company, he could secure the signature and check, deliver the policy and be done with the case in short order. It would not mean that the company is exposing itself to this increased hazard, if not so desired, but that the company is merely assuming to handle, through reinsurance connections, the excess lines that are so often in the market. Speed and efficiency are essentials to modern business and thus such details as this become factors in home office efficiency and also agency efficiency.

## WARNING IS ISSUED ON OLD AGE SYSTEM

(CONTINUED FROM PAGE 9)

70 years. It is then suggested that 'to protect younger men and women who are refused employment at 45, when they are able and willing to work—whether they are barred on the ground of age or bad times—some form of unemployment insurance is needed.' There is some form of old age pension legislation in force in the following states: Kentucky, Wisconsin, Montana, Colorado and Nevada.

### People Should Be on Guard

"It behooves everybody to be on their guard against this proposed legislation. Failure to appreciate the danger made it possible to slip an old age pension measure through by an elective vote in the state of Pennsylvania several years ago. However, it was found that there was a provision of the Pennsylvania constitution that pensions could be paid only to people who had served the country, in military service. This tended to negative the vote.

"The measure which was submitted to a vote of the people of Ohio in 1923, authorized county commissioners to levy a tax sufficient to carry out the provisions of the measure and pay all claims thereunder. It was proposed in that measure to make any person over 65 years of age, having less than \$2,500 eligible to the old age pension, regardless of whether or not they had children on whom they might depend."

### Roger B. Hull Ends Tour

Roger B. Hull, managing director of the National Association of Underwriters, is back at his desk in New York this week, having completed his southern tour, but he is not back in the same office, as the National headquarters' offices have been moved in the past few days, now being in the Salmon Tower, where they are more efficiently situated and can better handle the association work.